

INSIDE DOPE
by **GEORGE F. TAUBENECK**

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All-Industry Show Signs Up 189 Exhibitors

Some Space Still Available In Cleveland Auditorium for Industry's Largest Show

WASHINGTON, D. C. — With 189 exhibitors already signed up, the 8th All-Industry Refrigeration & Air Conditioning Exposition to be held Nov. 9-12 at the Cleveland Public Auditorium is already assured of the distinction of having the greatest number of exhibitors in the history of the event.

The 189 exhibitors signed up for the Show at this time compares with a total of 170 firms that exhibited at the last Exposition, held in the Fall of 1951 in Chicago. W. A. Siegfried, president of Superior Valve & Fittings Co. and chairman of the Show Committee, reports that there are some exhibit spaces still available, but that firms who are thinking about exhibiting should make their reservations immediately, as it seems certain that it will be a sellout within a short time.

Those who plan to attend the All-Industry Exposition are urged to make their hotel reservations as early as possible. Reservations can be made through the Housing Bureau, Cleveland Convention Bureau, Terminal Tower, Cleveland, as a large block of rooms has been set aside for Exposition visitors. In applying for a reservation, the writer should note that he is planning to attend the Refrigeration & Air Conditioning Exposition, and should specify the kind of room desired, and preference for a certain hotel, if any.

It is estimated that the exhibits will be manned by some 2,500 experts on all kinds of refrigeration and air conditioning equipment and components, and thus visitors will find it possible to get information on practically any problem that they have encountered in the past couple of years.

A number of industry trade associations and technical societies will hold meetings in Cleveland during the time of the All-Industry Show. Several have already announced meeting dates, and tentative programs that will involve discussions on technical problems and the operation of a contractor business.

RACCA Continues Fight To Keep Auto Cooling Under Detroit Code

DETROIT—An amendment to the city's refrigeration ordinance that would exempt passenger automobile air conditioning systems using Group 1 refrigerants from the restrictions of the ordinance was introduced to the city council last week.

The council read it twice and laid it on the table. Final action is scheduled for next Tuesday (June 30).

At that time, the Refrigeration and Air Conditioning Contractors Association of Detroit, which has been fighting to keep automobile air conditioning under the city's refrigeration safety code ever since the exemption was first proposed by the Automobile Manufacturers Association, will make its final appeal to the council to kill the amendment.

Mike Maksym, a member of the contractors' group, has written a letter to each councilman and the mayor, explaining why the contractors believe that installers and serv-

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Too Many Room Coolers?

Not If We Can Get Them by Mid-July, Say Dealers Already Starved for Units

DETROIT—Do air conditioning dealers think they can sell all the room coolers that the manufacturers are planning to make this year?

Because recent surveys indicate that manufacturers are prepared to produce 1,300,000 room coolers this year (although early market estimates of sales were considered optimistic at 750,000 units), the NEWS recently talked to dealers, distributors, and utility representatives in Chicago, Peoria, Ill., and St. Louis to see how they viewed the situation.

The overwhelming majority of the 27 people interviewed had no doubts that they could sell all the units in popular brands and models that they will be able to get their hands on this year—IF:

1. They get a break in the weather before mid-July.
2. They get the merchandise to sell before mid-July.

Almost every dealer interviewed was either short of merchandise or out completely. They complained that distributors were not able to fill their orders and that manufacturers were far behind in their production.

Some openly scoffed at the million plus production estimate. They did not believe that nearly that number would be produced this year. "Who's making them?" they asked, pointing to the trickle of units—if any—they were getting from their own manufacturing sources.

Some conceded that there may be some units in the less well-known brands left over at the end of the season. And there may be some models that "Johnny Q. Public doesn't want" still sitting on the shelves come fall. But in the 1/3, 1/2,

and 3/4-ton sizes, there just won't be enough units to meet the mid-summer demand.

All the persons interviewed considered the season for volume sales of air conditioners closed by the middle of July. As W. H. Van Riper, major appliance buyer for Wieboldt's department stores in Chicago said, "Here, if you don't sell by July 15, you don't sell room coolers. There will be individual buyers such as hay fever and asthma sufferers, of course, but no volume."

They indicated that if they did not get room coolers to sell in the next few weeks, they might just as well not get them this summer. Many said that if a person hasn't purchased a room cooler by mid-July, he figures there isn't enough hot weather left to justify a purchase. He will put off buying until next year.

The NEWS also learned that some small appliance dealers of the combined furniture and appliance type operation were not interested in selling air conditioners. Those interviewed said that they couldn't get any to sell, but most important, they considered room cooler selling to be a cut-price business that offered them no profit.

John Plunkett of Plunkett-Rogers Co. on West Madison St. in Chicago expressed the general opinion of this type dealer when he said, "When you have to sell room coolers at \$25 over cost, it isn't worth the investment. If a customer wants one we'll order it and have it shipped direct. We don't carry any in stock."

A small downtown furniture and

(Concluded on Page 4, Column 1)

Amana Freezer Sales Boom, N. Y. City Council May Is Best On Record Studies New Code

AMANA, Iowa—May was the best month saleswise in the history of Amana Refrigeration, Inc., and factory sales of Amana home freezers in the first six months of 1953 are topping sales for the same period of 1952 by 35%, reports George C. Foerstner, executive vice president of Amana Refrigeration, Inc.

Amana distributors sold 1,000 more units in May of this year than were sold in May, 1952. Distributors' sales for the month exceeded factory production by 1,200 units.

Three of the firm's freezer models have been placed on an allocation basis, Foerstner declares. These models are the 18-cu. ft. upright and the 8-cu. ft. and 14-cu. ft. chest freezers.

Pointing out that the freezer market now requires "hard selling" Foerstner attributed the increase in Amana's volume to increased production facilities, more aggressive merchandising, more intensive dealer coverage, introduction of new chest freezer models, and improved selling methods by dealers.

Storm Damages Sutton Plant; Effect on Production Minor

WICHITA, Kans.—The tornado that struck here last weekend unroofed the service department building and did some damage to the main plant of the O. A. Sutton Corp. here, manufacturer of "Vornado" window-type room air conditioners and air circulators.

Company officials, however, said that the damaged caused by the tornado would probably not interfere with production activities to any great extent.

NEW YORK CITY—Majority Leader Joseph T. Sharkey recently introduced in the City Council two bills which, if enacted into law, will give New York City "a new, modern, complete" mechanical refrigeration safety code and provisions for that code's administration under the jurisdiction of the City's Fire Department.

Administrative and enforcement requirements are included in one bill; the other bill provides safety requirements. Safety measures provided in the proposed law are substantially those of the B9-1950 code with some changes, it was indicated. If adopted, it will replace the code New York City has been using since 1927, which went into effect several years before the advent of the "Freon" refrigerants.

Public hearings on both bills will be held by the City Council in July.

Under the proposed administrative bill, henceforth licensed operators would be required only on systems containing over 50 lbs. of Group 2 refrigerant. Present requirements call for a licensed operator on any system containing more than 50 lbs. of

(Concluded on Page 13, Column 1)

Detroit Appliance Stores Must Observe Sabbath

DETROIT—Common Council last week passed an ordinance, effective July 2, which requires appliance and furniture stores to close on the Sabbath.

The ordinance, approved by a vote of 8 to 1, makes it unlawful on Sunday for merchants to engage in the

(Concluded on Page 13, Column 2)

Mart Offers Some New Items, Better Picture on Sales

CHICAGO—First days on the appliance exhibitors floors at the Summer Homefurnishings Markets were marked by:

(1) A rather noticeable scarcity of retailers, although those who were on hand were said to be placing some orders.

(2) A general lack of new lines, although there was a scattering of new models. Manufacturers were emphasizing heavy summer promotion campaigns, including a number of "special" deals built around a particular model.

(3) A number of reports that consumer buying activity in the 10 days preceding the opening of the market had picked up considerably, on refrigerators and freezers in particular,

Some pictures of new products shown at the Mart will be found on page 13 of this issue. Other pictures from the Mart will be published in the following issue.

and that it was "sensational" on room air conditioners in certain parts of the country.

(4) An outbreak of rumors, generally unconfirmed, that there would be more acquisitions of "single line"

(Concluded on Page 13, Column 3)

G-E To Increase Some Appliance Prices; Steel Rise Blamed

CHICAGO—The General Electric Co. is getting ready to increase prices on some of its major appliance models and other consumer items, according to statements made by Roy M. Johnson, executive vice president of the G-E appliance and electronics groups.

Recent increases in steel prices have made necessary plans for increasing some consumer goods prices, Johnson said.

Other refrigerator and major appliance manufacturers have "been studying the problem brought about by the increase in steel prices" and many of them have indicated privately that they don't see how they can absorb any more material costs. On the other hand, they are meeting strong retailer resistance to any price increases.

At the Summer Markets here Geo. D. Roper Corp., manufacturer of gas ranges, announced that it was increasing prices about 8% at the retail level on July 1, and named increased materials and other costs as reason for the increase.

G-E Commercial Air Conditioning Up 5%

BLOOMFIELD, N. J. — General Electric Co. last week announced a 5% increase on commercial air conditioning equipment for stores, restaurants, offices, and industrial plants, effective July 1.

George K. Iwashita, general manager of the G-E Air Conditioning Div., Commercial Products Dept., said the increase was made necessary by increased material costs, particularly steel.

The price rise will apply to all models of packaged air conditioners made for commercial and industrial use, according to Iwashita. The company currently produces five models of packaged air conditioners ranging in size from 3 to 15 tons.

Stories of the Week

Back in the office after her vacation, Sally Steno was starry-eyed and breathless.

"Let me tell you about the wonderful man I met" . . .

She was interrupted by an older girl who cynicked: "Those summer romances never last. Take my word for it, you'd better forget him."

"How can I?" murmured Sally, displaying a gold circlet on the third finger, left hand. "I'm married to him."

"Please, God," Linda Lou finished her nightly bedside prayer, "make Jimmy stop pulling my hair."

"I've mentioned this to you before."

Gags of the Week

Men who claim they "sleep like a baby" probably don't have one.

You can still get a shot of whiskey for 15 cents, a recent autopsy discloses.

Sooner or later every woman must make a choice between motherhood and a career. Should she give the cereal box to Jimmy for a death-ray gun, or keep it herself and enter the \$10,000 contest?

Ford Anniversary Anecdote

Day after James Couzens (who later became Mayor of Detroit and a U. S. Senator) sold his Ford stock for 30 million dollars, he was interviewed by panting newspaper reporters.

"What's your candid opinion of Henry Ford—now that you're free and clear? You were closest to him," the reporter enticed and insinuated.

"Honestly, I have no opinion about that man," he claimed. "Ford is a genius. We cannot analyze genius. No ordinary man can understand why a genius is so peculiar. Here's what I mean: if you and I and Henry Ford stood at the corner of Woodward and Michigan—and agreed to race around the block, you might go one way and I might go another, each running with equal speed. When we arrived we would see Henry Ford standing there waiting for us. How he got through the steel and stone of the buildings to get there first we wouldn't know."

And William S. Knudsen, who rose rapidly to a top post in Henry Ford's organization, concurred with that appraisal of Misunderstood Genius.

"There were 97 Henry Fords," Knudsen swore. "You never knew which one you were going to meet when you entered his office. One was Ford, the mystic—who insisted that an inner voice told him what to do. These 'hunches' he could not explain himself. Again, Henry Ford was a simple farmhand who always suspected some city slicker was trying to steal his watch. You could no more analyze him than you could balance quicksilver on your finger."

The Bees and Mr. Carrier

Although the late Willis Carrier is generally deemed to be the "inventor" of air conditioning, apiarists claim that bees beat him to the idea thousands of years ago.

During hot days several hundred members of a hive's honey-collectors stay home. What do they do? En masse, and for hours on end, they flutter their wings to keep the beehive cool.

Man has a heck of a time trying to catch up with Nature.

Lagniappe

"Mama doesn't think I should see you any more."

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INSIDE DOPE

by GEORGE F. TAUBENECK

(Concluded from Page 1, Column 1)

"Why not?"
"She thinks you're effeminate."
"I can see why. Compared to her, maybe I am."

Sign in a Juarez (Mexico) joint:
"Texas spoken here."

Philosophy of the Week

"In my own experience, I really believe that the majority of advertising done by large corporations is good, reliable, honestly and ethically conceived. It's maintained thus because it's prepared by people who are self-governed through a remarkably strict code of ethics, a code which is constantly strengthened by organizations such as yours. And, as one who has had, for many years, responsibility over large advertising budgets, I have considered it my personal obligation to make sure our tradition of excellence is faithfully relayed to the public. There are, certainly, some few who do not adhere to ethics. We call them the skyrockets, and they usually sell elixirs or cure-all vitamins. . . . Products such as these are the skyrockets which you occasionally see flashing across our advertising heavens. But they end up as they always have, falling shattered to earth because they overpromised, overadvertised, and overindulged the consumer. Let their sad histories

stand as a warning."—O. E. JONES, Swift & Co.

Power is like sea water. The more one drinks of it, the thirstier one gets.—FRIEDRICH KARL OTTO.

You can't live on love nowadays without refinancing.

Most family arguments have two sides—but no end.—Wall Street Journal.

It's all right to tell a girl she has pretty ankles but don't compliment her too highly.

Definition of the Week

A feminine curve is a wonderful thing, which, if he hugs the wrong one, may wreck a man.

Postscript Guffaws

On the blackboard teacher wrote: "I didn't have no fun all summer."

After an impressive pause she queried: "Will someone in the class tell me how to correct that sentence?"

Volunteered precocious Patsy: "Find a boyfriend!"

Sultry blonde created a "stir" in the witness chair, as she crossed one leg and then the other, restlessly.

"Your honor, I've just thought of something," proposed her attorney.

"I don't believe there's a man in this courtroom who hasn't," the judge agreed.

Scene: parked car. Dramatis personae: Phil, who wanted to get married. Peg, who wasn't sure.

Action: What do you suppose? Dialogue:

PHIL (whispering, after a clench): "My darling, I love you like no other man has ever loved, or could love you."

PEG (matter-of-factly): "Darned if I can feel any difference."

U. of Miami Establishes Desiccant Research Lab

MIAMI, Fla.—Air conditioning and temperature control are two of the important features of one of the nation's pioneer academic desiccant research laboratories, just completed at the University of Miami South Campus in Coral Gables.

Dr. Walter O. Walker, dean of the University's Division of Research and Industry and director of its industrial research laboratories, who was formerly with Ansul Chemical Co., will direct the laboratory.

He is vice chairman of the research committee of the American Society of Refrigerating Engineers, chairman of the society's committee on desiccants, and a member of its education committee.

The ASRE maintains a graduate research fellow in the field of chemistry at the University of Miami, who will be one of the first graduate students to use the facilities of the new air conditioned laboratory.

Equipment is provided for running six moisture tests simultaneously, with a hot air cabinet inside the workroom and constant temperature baths outside the main laboratory.

Air conditioning provides ideal working conditions for the exacting work of determining moisture in refrigerants and desiccants.

A.G.A. Summer Campaign Helps To Promote Servel Ice-Maker Refrigerator

NEW YORK CITY—Newest of automatic gas appliances—the Ice-Maker refrigerator—will get special attention this summer by the American Gas Association.

A promotion campaign will be based on the Servel gas refrigerator with the automatic ice maker. Components include an A.G.A.-Servel sales performance contest, a point-of-purchase display, and related literature.

At the summer peak of the refrigerator selling season, A.G.A., with the cooperation of Servel, will sponsor the 1953 gas refrigerator sales campaign. This annual competition seeks the best sales performance records among merchandising and non-merchandising member utility companies of all sizes.

Top performance awards will be made to utilities and sales managers for outstanding selling and promotion of Servel gas refrigerators. The drive will end on August 31, 1953. Retail salesmen can participate in their own merchandising campaign, called the Servel "Proof of Superiority" program.

Two helpful salesman and consumer booklets complete the A.G.A. group of aids. Sales pointers are briefly outlined in the "Gas Refrigerator Sales Maker." This booklet presents facts and methods helpful to dealers in selling gas refrigerators. The booklets cost 15¢ each, for 1 to 9 copies, and 10¢ for 10 copies or more.

The other publication, "10 Reasons Why You're 20 Years Ahead of the Times with a New Gas Refrigerator," has eight colorful pages of information which can be used as sales floor giveaways, in home calls, or as direct mail pieces. Booklets cost 4½¢ each for 1 to 999 copies; 4¼¢ each for 1,000 to 9,999 copies, and 4¢ each for 10,000 copies or more.

Publications and display materials may be ordered from the Promotion Bureau, American Gas Association, 420 Lexington Ave., New York 17, N. Y.

Pittsburgh Valve Co. Back In Business with 4 Lines

REEDSVILLE, W. Va.—Reactivation of the Pittsburgh Valve Co.—formerly Pittsburgh Valve & Fittings Co.—as a subsidiary of Sterling Faucet Co. of Morgantown, W. Va., was announced recently by J. W. Ruby, Pittsburgh Valve president.

The company's plant location has been changed from Barborton, Ohio to Reedsville. Many of the former staff are now associated with the new company, Ruby said.

He declared that the word "Fittings" had been dropped from the company name because the firm plans to manufacture only brass and bronze valves. The first four product lines are threaded gate valves, copper gate valves, globe valves, and check valves. Illustrated price lists will be sent to the trade soon, he said.

Louden of York Elected Divisional V. P. of AMA

NEW YORK CITY—J. Keith Louden, vice president and assistant to the president, York Corp., has been elected vice president of the Manufacturing Div. of the American Management Association for 1953-54. Election of officers took place following the recent annual business meeting of the association here.

CAMDEN, N. J.—Radio and television shows will be sponsored summer-long on NBC by RCA Victor Div., Radio Corp. of America, to advertise RCA Estate kitchen ranges and the company's full line of consumer products.

"Tony Martin Time" on NBC radio and "The Goldbergs" on NBC-TV will spark the coast-to-coast coverage by RCA Victor to bolster summer sales of its nationwide distributor-dealer kitchen range organization.

Commercials, written with a "summer slant" to produce hot-weather business, will promote ranges, radio and television receivers, phonographs, and room air conditioners.

"The Goldbergs" makes its summer debut July 3 as the summer fill-in for the RCA Victor-sponsored "Dennis Day Show" which will return to the air this fall. Air time is 8 to 8:30 p.m. (Eastern Daylight Time) on Fridays.

"Tony Martin Time" will star the headline singer acting as host to other RCA Victor recording stars who will be guests each week, playing their music and songs as recorded by RCA Victor.

Martin is the seasonal replacement for the "Phil Harris-Alice Faye Show" and will be heard on their regular Sunday evening 8 to 8:30 p.m. (EDT) NBC time. The first show is July 5.

To give added sales punch to the company's products, the Goldberg family will actually use the products as part of the show.

Talent line-up on "Tony Martin Time" includes Phil Harris, Dinah Shore, Dennis Day, Eddie Fisher, Perry Como, and others.

Century Boosts Motor Prices

ST. LOUIS—Century Electric Co. here has announced that effective May 15, 1953, prices on all fractional horsepower motors were increased approximately 3%.

This price revision was accomplished by revisions of discounts without changes in printed prices, the company said.

Westinghouse Air Conditioning

THE MOST COMPLETE LINE IN THE INDUSTRY

- Self-contained UNITAIRE® 2 to 15 hp.
- Central plant UNITAIRE, 15 to 25 hp.
- Hermetically-sealed compressors, 2 to 100 hp.
- Condensers, water coolers, coils, fans, air handling units, electronic air cleaners.



YOU CAN BE SURE...IF IT'S Westinghouse

AIR CONDITIONING
J-80288 Hyde Park, Boston 36, Massachusetts

NOW!

Cash-in on fast moving Howard Freezers. Priced for food plans or retail sales. Upright and chest models. 50 years' experience in the refrigeration industry.

LUSH TERRITORIES FOR DEALERS, DISTRIBUTORS, and REPS—write for details.

Howard REFRIGERATOR COMPANY, INC.

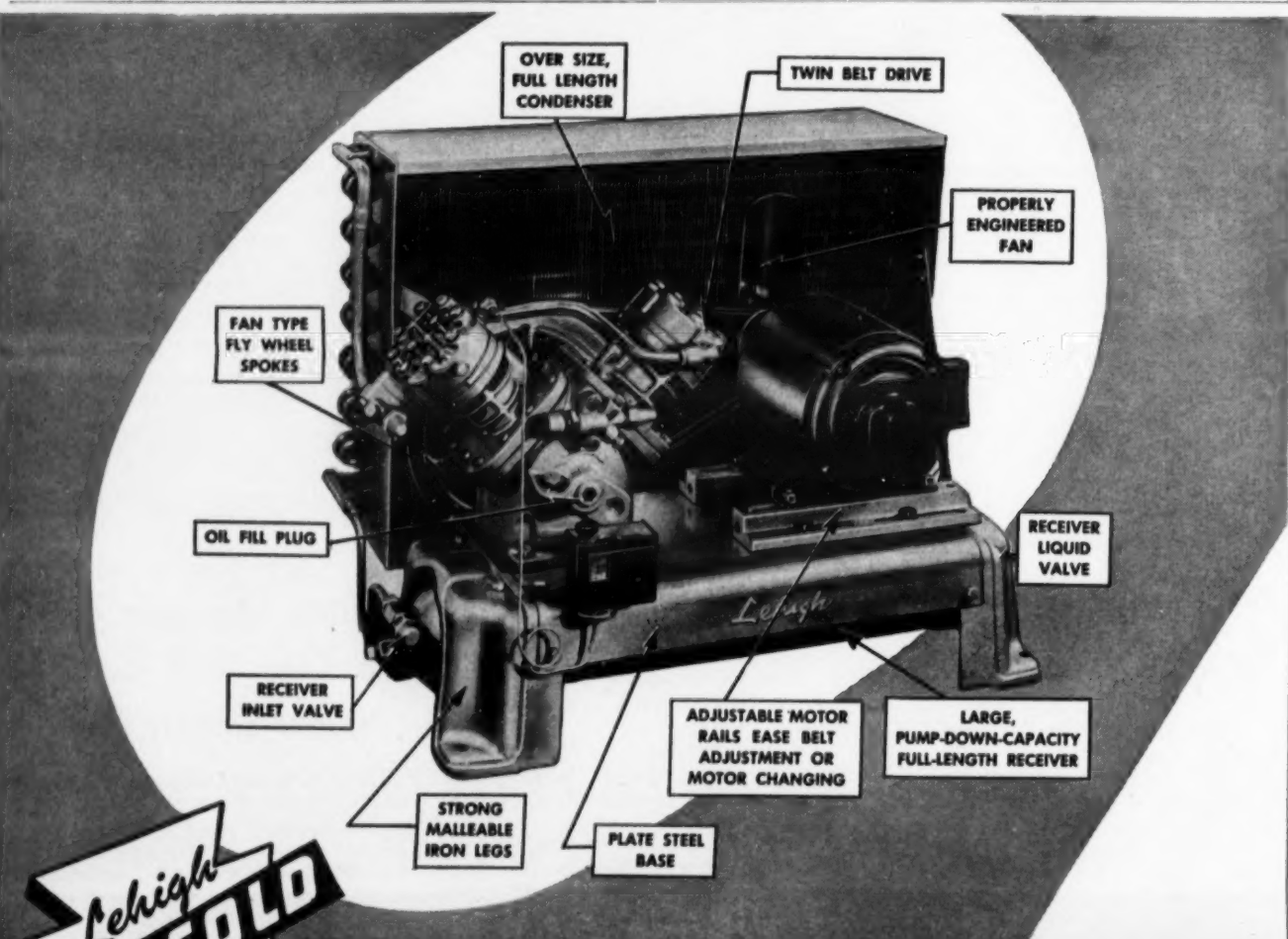
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Special Notice!

AIR CONDITIONING SALES this year are expected to be greater than ever before. You will get a bigger share of this business by offering air-borne bacteria control through the nationally accepted Glycolator method.

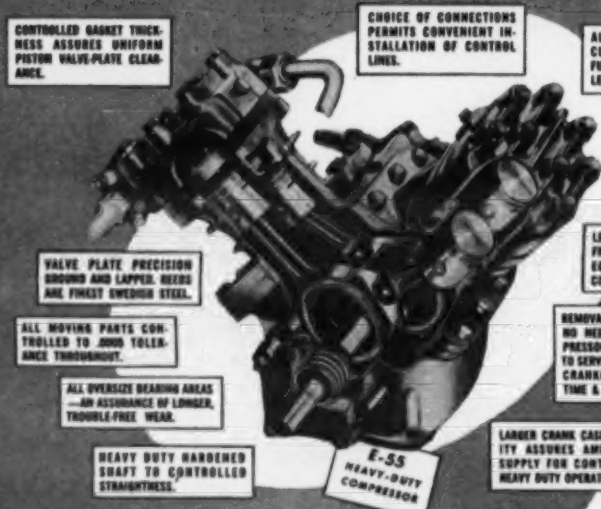
Get an early lead by adding this low cost, profit-producing appliance to your line NOW! Write for complete information:

Glycolator, Dept. A-5, Valencia, Pa.



Lehigh BLU-COLD
COMMERCIAL REFRIGERATION

Lehigh HEAVY DUTY features are both INSIDE and OUT...



- CONTROLLED GASKET THICKNESS ASSURES UNIFORM PISTON VALVE-PLATE CLEARANCE.
- CHOICE OF CONNECTIONS PERMITS CONVENIENT INSTALLATION OF CONTROL LINES.
- ALL CASTINGS OF FINEST CLOSE GRAINED ELECTRIC FURNACE GREY IRON FROM LEHIGH'S OWN FOUNDRY.
- LEHIGH HEAVY DUTY UNITS FROM 1/3 HP. THRU 5 HP. ARE EQUIPPED WITH MULTIPLE COMPRESSION RINGS.
- REMOVABLE CYLINDER BLOCK, NO NEED TO REMOVE COMPRESSOR BODY FROM SYSTEM TO SERVICE, REPAIR OR CLEAN CRANKCASE AREA, A REAL TIME & LABOR SAVING!
- LARGER CRANK CASE CAPACITY ASSURES AMPLE OIL SUPPLY FOR CONTINUOUS HEAVY DUTY OPERATION.
- VALVE PLATE PRECISION GRINDING AND LAPPING, REDUCES FINEST SWIRL STEEL.
- ALL MOVING PARTS CONTROLLED TO .0001 TOLERANCES THROUGHOUT.
- ALL OVERSIZE BEARING AREAS—IN ASSURANCE OF LONGER, TROUBLE-FREE WEAR.
- HEAVY DUTY HARDENED SHAFT TO CONTROLLED STRENGTH.
- E-55 HEAVY-DUTY COMPRESSOR

Lehigh HEAVY-DUTY construction goes much further than rugged pump design. EXTRA CAPACITY is assured by such specifically engineered features as over-size condensers, full-length receivers, fan-type fly wheel spokes and properly designed fans. Servicing is simplified by conveniently located plugs, valves and control connections. Removable cylinder blocks save time and labor in crankcase area servicing. Motor changing and belt adjustment are expedited by adjustable motor rails.

These features are characteristic of all Lehigh HEAVY-DUTY UNITS 1/3 thru 5 H.P. AIR-COOLED — WATER-COOLED COMBINATION AIR-WATER COOLED . . . for every HEAVY-DUTY purpose — commercial, industrial, refrigerated transportation. Write for latest catalogs.

All BTU CAPACITIES determined by ASRE STANDARDS

Lehigh BLU-COLD

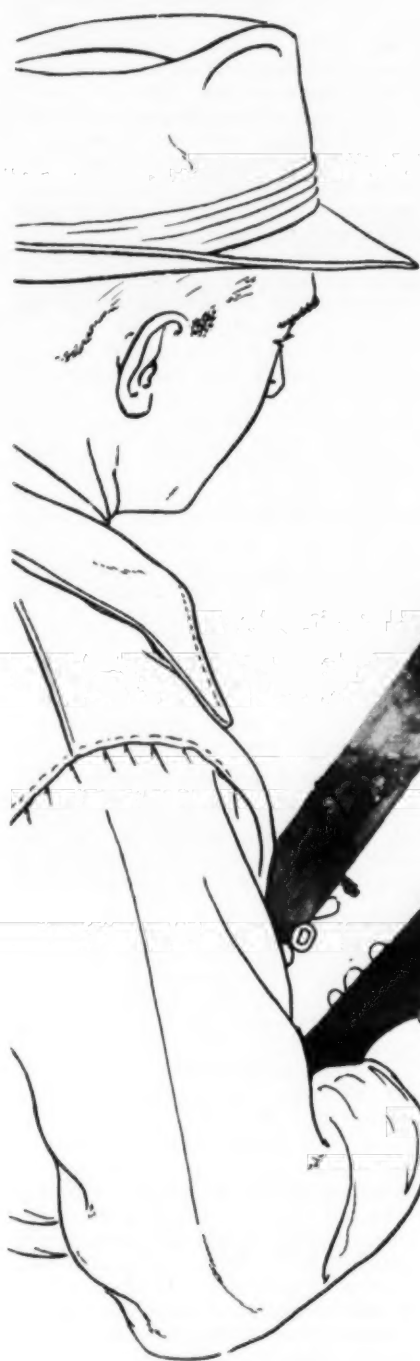
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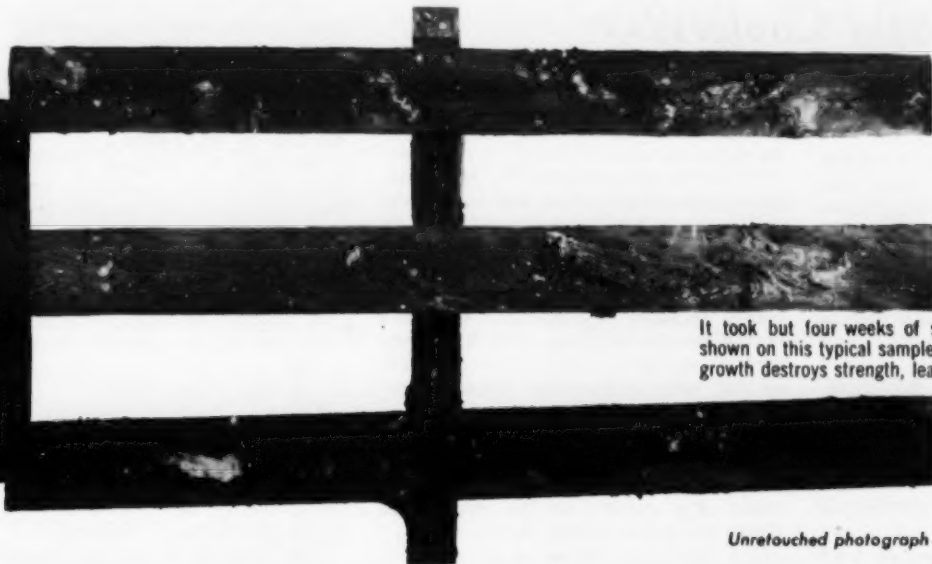
LEHIGH MANUFACTURING CO., LANCASTER, PA.

DIVISION OF
LEHIGH FOUNDRIES, INC.

Manufacturers of Malleable and Grey Iron Castings, Refrigerating Equipment, Air Valves, Automatic Vending Machines



FUNGUS-
RIDDEN
ROTTED
DECKING

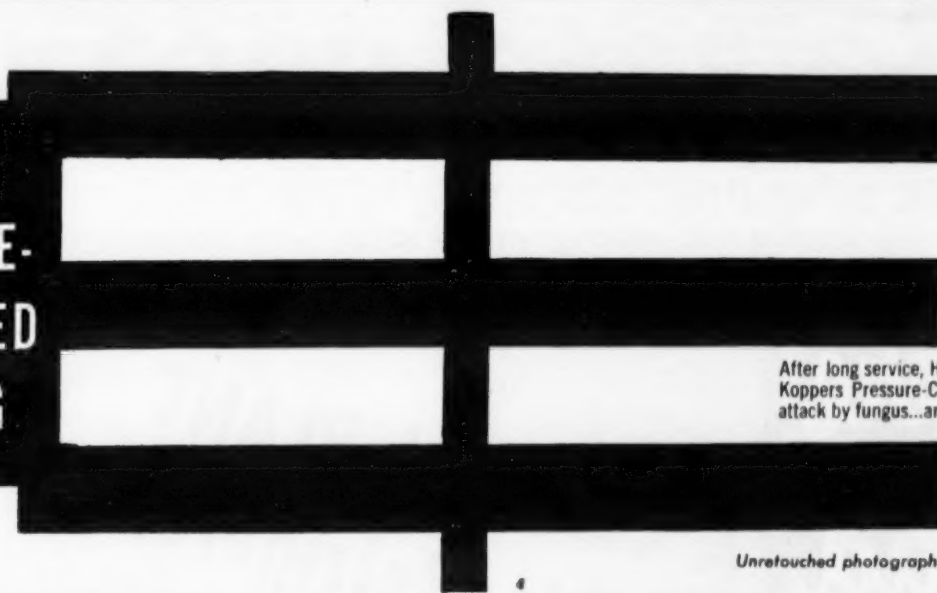


It took but four weeks of service to build the fungus growth shown on this typical sample of untreated wood decking. Fungus growth destroys strength, leads to rotting of wood and short life.

Unretouched photograph

LOOK WHAT'S HAPPENING IN
YOUR COOLING TOWER

CLEAN
PRESSURE-
CREOSOTED
DECKING



After long service, Halstead & Mitchell wetted deck surface, Koppers Pressure-Creosoted, remains free from rotting by attack by fungus...and is so guaranteed for a 20-year period!

Unretouched photograph

HERE'S WHY KOPPERS PRESSURE-CREOSOTING ON HALSTEAD & MITCHELL COOLING TOWERS IS VITAL FOR LONG LIFE

WHY WOOD FOR THE WETTED DECK SURFACE?

Rough-cut wood simply "wets" more effectively than any other suitable material. The wetter the evaporating deck, the more efficient and economical the action of the cooling tower. Therefore, all Halstead & Mitchell Cooling Tower wetted decks are made of rough-cut wood.

WHY CREOSOTE THE WOOD?

Constantly wetted wood is subject to immediate attack by fungus and marine parasites, leading to quick rotting if unprotected. Creosote is the most permanent and positive preservative used to treat timber, tested by over 100 years of use. Creosote contains 162 elements toxic to fungus growth and parasites... protection which no other substance can match. Therefore, all wood used in Halstead & Mitchell Cooling Towers is creosoted.

WHY KOPPERS PRESSURE TREATMENT?

Wood preservatives must penetrate deeply to be effective; a surface coating can be worn or broken through and the wood is then under immediate attack. Koppers Pressure-Creosoting gives the deepest possible penetration and longest possible life. Therefore, Halstead & Mitchell wetted decks are Koppers Pressure-Creosoted.

ON WHAT BASIS DOES HALSTEAD & MITCHELL MAKE ITS "20-YEAR GUARANTEE"?

Creosote is highly insoluble in water. The exceedingly long life of marine piling, pressure-treated with creosote, offers ample evidence of the protection afforded. The wetted deck surface of every Halstead & Mitchell Cooling Tower is guaranteed for twenty years against rotting by fungi growth.

ONLY
HALSTEAD &
MITCHELL
OFFERS THE

20-Year Guarantee!

ON THE WETTED DECK SURFACE

NO EXTRA COST—CHECK PRICES TODAY

The extras in Halstead & Mitchell Cooling Towers are extras in service and life... not in price. Price-wise H & M Residential Cooling Towers have thrown open huge segments of the home and small building market to air-conditioning. Halstead &

Mitchell Industrial Cooling Towers are known nationally for initial and operating economies. And all Halstead & Mitchell Cooling Towers offer the exclusive 20-Year Guarantee against rotting by fungus attack.

FAMOUS HALSTEAD & MITCHELL QUALITY

The protection against rotting by fungus attack is only part of Halstead & Mitchell's quality story. When you buy, check... electrically welded sheet-steel cabinets with individual coatings of Vinsynite, Vinyl Zinc and chlorinated rubber, to add important years of life and eliminate electrolytic or galvanic action...

stainless steel fans and shafts... weather shielding against ice and rain for outdoor operation... gravity-type distributing pans which eliminate windage losses since atomizing by spray nozzle is unnecessary... Everdur Bolts throughout for ease of disassembly after years of service.

2 thru 100 Tons

Write for descriptive bulletins from Halstead & Mitchell, one of the world's largest manufacturers of water-cooled Cleanable Condensers.

AT LEADING WHOLESALERS EVERYWHERE

OFFICES: BESSEMER BUILDING • PITTSBURGH 22, PA.

HM
Halstead & Mitchell



Too Many Room Coolers?--

(Concluded from Page 1, Column 3)
appliance retailer in St. Louis declared:

"We're not pushing room coolers this year. We sold lots of them last year but didn't make a dime on them. Who wants to give 25% off on a 30% markup and then have to wait two years for his money? And then you've got surveys, installation problems, and service. That's too much trouble for no profit."

'Prices Too High'

"I think room coolers are too high priced anyway. They should get the price down to about \$200 instead of \$400 and then the working man could buy them."

How sales were going varied with the individual. But in all cases, the limiting factor was the availability of units.

One foresighted department store buyer in St. Louis stocked up early on room units. He declared that his sales were running 25 to 50% better than last year. He estimated that the store would sell five times as many units as it did in 1952. But he had the units to sell.

Another St. Louis dealer, Nachman & Co., found sales "on a par" with last year but his inability to obtain units was curtailing his anticipated volume.

"The potential is there, my friend," declared Louis Nachman, Sr., president of the firm, "but we are handicapped by supply. I was going to run a bid advertisement this Sunday, but I had to cancel it. Hotpoint sent me 12 units and said that would be all

until July. Another manufacturer gave me six units. I can't advertise when I don't have the merchandise to sell."

"I don't know what the manufacturers intend to make but they have fallen down again this year just like they did last year. Already everybody is out of units."

Russ Beye, a salesman at South Side Radio, pointed up another dilemma of the smaller retailer. His firm, too, had no coolers to sell, though sales so far were somewhat higher than last year. Said he:

"If we wanted to stock up in May, we could have had all the room coolers we wanted. But it was just too much of a gamble on the weather to do it. So we passed it by."

St. Louis Sales Up 800% In Five Months

A St. Louis utility executive estimated that during the first five months of this year there has been an 800% increase over 1952 in room cooler sales in the St. Louis area. He further estimated that during the 12 months ending in May, 20,000 tons of air conditioning had been added to the company's lines. He figured this at \$7 to \$8 million worth of air conditioning.

Pointing out the window to an apartment tower down the street, he said: "Last year there was only one room cooler on this side of the building. Now there are 12. And we are just beginning to get some really hot weather."

St. Louis was sweltering in 90 to 100° F. weather at the time, making

air conditioning a "lucrative" business, in the word of one dealer. This dealer, whose volume was way ahead of last year, asserted that, though 1953 sales should be good, 1954 was going to be "the" year for air conditioning in St. Louis.

Chicago, at the time of the survey, was just on the threshold of its first real hot spell, and dealers there were hoping for big demand.

'Interest Phenomenal'

A utility executive there stated: "Interest in air conditioning is just phenomenal. I think we'll sell every damn thing they make."

Chicago dealers generally reported that sales were already double those of last year. With three or four good, sticky nights, they believed, they could really sell in volume—if they could get the merchandise.

Jim Brown, a Carrier dealer, who sells air conditioning exclusively, said, "Sales have about doubled 1952 so far this year. I expect to sell about 150 more units this year if we have hot weather. After July 1, it's a spotty business. The 1-ton unit has been a surprisingly good seller with us."

Brown's big worries were dealers who were selling coolers at \$10 above cost and distributors who were selling direct to the consumer at even less than that. "They make it tough for us to sell," Brown commented.

Tom Slattery, vice president of E. Conway, Inc., which deals exclusively in air conditioners and fans, stated: "We sold only 50 units last year from June 10 to July 10. But we have sold 200 units already this year."

"I think the manufacturing figure (1,300,000 units) is fantastic. We can't get any more of the popular

models that Johnny Q. Public wants—the ½, ¾, and 1-ton units. We've even sold the floor samples. We can still get the 1 tons and consoles, though."

Slattery declared that his total volume in sales and service of fans in May last year was \$6,000. For both fans and air conditioners this May, volume was \$27,000.

Sales In Ratio to Hot Weather

"How many more air conditioners we sell this year will depend on how many hot spells we get between now and July 15. After July 15, people decide that they can get along without an air conditioner until next year."

"The trouble is that the south gets the hot spells first and the manufacturers ship all their production down there. They won't even ship me all I ask for, as it is."

Van Riper of Wieboldt's department store chain, which has been pushing air conditioners this year, said that sales were about triple those of last year, which he considers as very good.

George Schultz, room cooler salesman for Murphy & Miller, York distributor, said his firm has sold about 600 units so far this year and hoped to sell 800 or 900 this summer—if he could get delivery.

He said the distributor had sold out its ½ and ¾-ton deluxe models but had a few standard models left.

"A lot depends on the weather," Schultz commented. "On a hot day that telephone is ringing constantly. On a cool day, nobody is interested. Right now the big market is in residences. But a man will order a unit when the weather gets hot. If he doesn't get delivery right away and the weather cools off, he will cancel the order. It's a very funny business."

Lee Kulp, president of Empire Cooler Service, Inc., which does a large business renting air conditioners to offices, was another who refused to believe that manufacturers were going to make nearly four times as many units as last year.

"Frigidaire tells us they are only going to make one more run," he said. "And other distributors say they are already out of units. I think we will be doing wonderful to sell twice as many as last year. We gained 50% last year over 1951. If we do the same this year, we will have a good year."

Poor Installation, Service Make Selling Job Tough

Kulp considered the room cooler business "a tough business" because of the poor installation and service practices by some dealers.

"Many of the units we take in trade," he said, "are perfectly good units. But they weren't installed or serviced properly. So the customer thinks they are no good."

In Peoria, dealers at the time of the survey were still awaiting their first seige of hot weather, which hit

them a few days later. They said that air conditioners had been popular earlier this year than ever before, which had helped sales to surpass last year. But they had noted a slowdown during the early weeks of June, which they declared only a good seige of hot weather could cure.

As Frank Hazen, Frigidaire dealer, put it: "Sales have been disappointing so far. We've probably sold a little more than last year. But last year we had hot weather early. This year we haven't had any yet."

"Our experience is that if we don't get hot weather by mid-July, we won't sell any room coolers, except a few to hay fever sufferers."

"We've had a little trouble getting room coolers so far, but it might be different by the end of July. Sales have slackened the last week or 10 days, but that has been a general business condition."

Dale Phillips, an RCA dealer, asserted, "Sales have been slower so far this year than last. We haven't had the weather. We need three or four nights when the people squirm and toss all night. Then we'll sell air conditioners. We have sold so far only to those who remembered last year's heat and had their mind made up to buy a cooler."

People In Peoria Began Buying Units In March

Clayton Tate, who sells the Philco line, said, "Our trouble so far has been getting units to sell. We've already sold what we thought would be a season's stock. We've placed another order but haven't got delivery yet. We've had sales earlier this year than ever before. People started buying way back last March. I don't think we'll have any trouble selling all we can get."

A local distributor expected to be out of units completely in three weeks, but saw sales as going only about 20% better than last year. He was sure that sales would not be double or triple last year's figure.

Denny Arnold, Carrier midwest regional manager, felt that some of the paradox between the estimated production figures and current shortages is due to the fact that some of the smaller manufacturers have not yet gotten into production.

He said that Carrier got into production early and has already sold its units. "But, by next August, when everyone is in production, there may be a rough time," he conceded.

L. M. Ross, a Carrier district manager, believed that the manufacturers should go ahead and make all the air conditioners they can. He thought it would have a "cleansing action" on the market. Separate the men from the boys, so to speak.

One Chicago dealer opined that it would be a good thing if dealers had some units left over at the end of the season. It would keep the manufacturers from trying to make twice as many units again next year, he said.

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It had
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CONDENS-O-VAP combines the compressor and the evaporative condenser in one compact unit that may be installed in the basement, utility room, etc. It takes up no valuable, usable space. It eliminates the necessity for unsightly, outside cooling towers. There are no large, lengthy water lines to run. You have only to connect it to your evaporator, whether air conditioning or commercial. You're a refrigeration man . . . not a plumber. CONDENS-O-VAP is fully assembled when delivered. All internal wiring and piping is complete. The control panel is mounted and wired, ready to be connected to the power supply. With CONDENS-O-VAP there's a saving of 90% on water, since it re-uses the water it has cooled. Available in 2, 3, 5 and 7½ ton models for both store and home installations.



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Your Refrigeration
and Air-Conditioning
System"



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the new series "A" Assembly



Now you can have the last word in product development — new, vastly improved LAU SERIES "A" BLOWER ASSEMBLY. It is the all-time outstanding achievement in the blower field. Overall size is considerably smaller than formerly. Many features are revolutionary — exclusive with Lau — and protected. Entire unit is die formed — lending itself to mass production on precision-built equipment with reflected low costs.

SPECIAL FEATURES
Patents Applied For

Write for Catalog Page 707-1

The LAU Blower Company, 2202 Home Ave., Dayton 7, Ohio
World's largest manufacturer of furnace blowers

Freezer Full of Ice Cubes Baits Guessing Contest

SYRACUSE, N. Y.—The Philco Dealers Association here staged a joint promotion on home freezers by inviting residents of the central New York area to guess the number of ice cubes held by a 12½-cu. ft. freezer.

A Philco freezer was first prize, with portable and clock radios offered as additional prizes. The contest was promoted with newspaper ads which carried a photo of the ice cube filled freezer as well as an entry blank which participants mailed in to contest headquarters with their estimate.

Rose Is Gen. Sales Mgr. Of Sub-Zero Freezer Co.

MADISON, Wis.—Appointment of A. H. Rose as general sales manager of Sub-Zero Freezer Co. here was announced recently by W. F. Bakke, president and general manager.

Rose is a pioneer in the home freezer industry and is well known to the trade, it was pointed out.

The company also reported that it is presently in the final stages of putting a new and modern refrigeration equipment manufacturing plant into operation. The new manufacturing plant is adjacent to the present plant and will be in full production operation by July 1.

The new and greatly-expanded facilities will be devoted exclusively to the producing of upright home freezers, room air conditioners, and special low temperature equipment which is engineered by Sub-Zero for special applications, the firm said.

Barth Vending Machine Talks, Sells Ice Cream

MILDALE, Conn. — A refrigerated vending machine that not only sells ice cream but makes change and delivers a sales message at the same time is being manufactured by the Barth Engineering & Mfg. Corp. here.

A cartridge containing a continuous tape recorder is inserted into the vendor to produce the sales message, which may run from 30 seconds to five minutes. The same message can be played 24 hours a day for 90 days without servicing, according to Charles Russell, Barth president and general manager.

The recording can be anything the dealer wants—a sales talk, a message, or a song.

The Barth machine is now designed to vend six flavors of ice cream. One that will similarly vend frozen foods is under consideration.

Big Air Conditioning Plant Goes In Theater Building

MYRTLE BEACH, S. C.—According to J. A. Porter, manager of local movie theaters, the largest air conditioning plant in Horry County and one of the largest in the state, was recently installed in the Glorinda Theater building here, together with a completely new heating plant.

To Cool New Paris Hotel

PARIS, Texas—A. C. Nicholson, of Dallas, has announced plans for the construction of a new 80-room air conditioned hotel at Bonham and Seventh St. here.

C. W. J. Harris Appointed By Harris Refrigeration

CAMBRIDGE, Mass. — Harris Refrigeration Co.'s appointment of Charles W. J. Harris as sales engineer has been announced by Charles C. E. Harris, president and treasurer.

In addition to his sales engineering work, Harris will supervise the development of the company's low temperature cabinets. A 1950 graduate of Massachusetts Institute of Technology, he joined the firm last June after leaving the Marine Corps.

Harris succeeds Charles Martin, Jr., who resigned to become a representative of Fred W. Smith Co. Martin will cover western Massachusetts and Connecticut for Smith, promoting the sale of Acme chillers, Ebco water coolers, and Anheuser-Busch cabinets.

It was also reported that Philip W. Hunt, who became service manager for Harris Refrigeration a year ago, will continue in this position. Hunt has been with the firm since 1941, except for a three-year period of service with the Air Force.

Rochester Dealers Offer Dividend Certificates Shopping Plan for Area

ROCHESTER, N. Y.—Three area appliance stores have joined with more than 100 other Rochester area merchants in inaugurating a Dividend Certificates Shopping Plan.

The appliance firms taking part are New Era Furniture & Appliance Co., Variety Electric Appliance, and Fowler's Home Furnishings.

Customers receive DC certificates with purchases at all participating stores which permit shoppers to secure a wide variety of merchandise at substantial savings.

The certificates come in denominations of one quarter certificate for a 25-cent purchase, full certificate for a dollar purchase, and five certificates for a \$5 purchase.

Participating merchants soon will open a Merchandising Gallery at 245 East Ave. where certificates can be redeemed. More than 100,000 copies of a Dividend Certificate merchandise catalog have been mailed to residents.

General Controls Will Build New Plant In Burbank, Calif. for Added Production

GLENDAL, Calif. — Marking the company's third expansion in the past year, plans for immediate construction of a new plant in Burbank, Calif., were announced by W. A. Ray, president of General Controls Co.

The new 120,000-sq. ft. manufacturing plant, designed to augment constantly growing production of the company's Grayson-Greenmyer Appliance Controls Div., will be located on a previously-acquired site at Alameda and Flower Sts. in Burbank, just across the city boundary line from the General Controls main plant and headquarters which is located in Glendale.

This latest expansion, following construction of a new midwest plant in Skokie, Ill. last fall and a substantial addition to the company's aircraft division in Glendale earlier this year, is intended to give General Controls additional production capacity for appliance controls and to free areas in the Glendale plant for increased production of other automatic

controls which are widely used for domestic and commercial applications.

The new plant is being designed and constructed by The Austin Co. Completion is scheduled for late this summer.

Construction of the 300-ft. by 400 ft. plant will be of precast concrete using tiltup sidewalls. There will be five spans of 60 ft. each, and a minimum interior height of 14 ft. Roof structure will be of steel supported on steel columns, with a wood deck on wood purlins.

A multi-truck dock inside the plant is included in the design, and provision has been made for off-street parking for employees.

The new plant will provide unusual flexibility in facilities for industrial waste disposal. Numerous waste discharges throughout the plant will allow temporary or permanent placement of production machinery with maximum efficiency in the disposal of industrial waste.

BIG NEW OPPORTUNITY IN FROZEN FOOD CASE SALES!

Frigidaire's new improved Zero Self-Server offers outstanding display and refrigeration at a price every grocer can afford



This brand new Frigidaire Zero Self-Server practically sells itself in stores where a sales-making display of frozen foods must be provided in a minimum of space—and at a minimum cost. Built to keep frozen foods and sell them too, this latest Frigidaire low-temperature case is packed with sales-clinching advantages. Like other models in the Frigidaire line, this case has new built-in eye appeal to attract customers, big wide-open mass display of merchandise in the case proper, plus a roomy shelf where grocers may display profitable related tie-in items. Here at last is a case that answers grocers' demands for safe, low temperatures plus really spacious, full-view display.

Exclusive Flowing Cold Protection

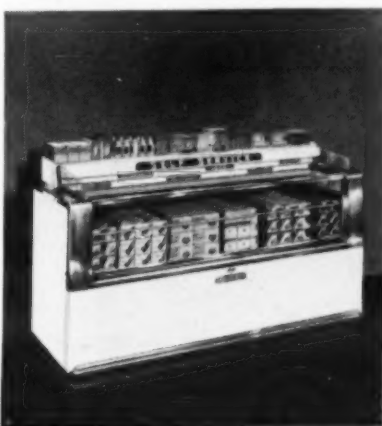
Only Frigidaire can offer Flowing Cold, designed to maintain the constant, sub-zero temperature needed to keep all merchandise—in every part of the case—frozen solid. Even top row packages stay hard and "squeeze-proof" to satisfy shoppers. Air, far below zero, is forced under the display compartment to refrigerate bottom packages, then through hollow dividers to chill sides of packages, then out and across tops of dividers, thus blanketing entire area in safe-cold air.

Carefree, completely automatic defrosting saves time, work, worry—needs no attention, ever. Case is completely portable, just plug it in. Also, has eye-appealing superstructure, fold-away night cover, movable dividers

that provide a variety of arrangements and simplify loading, plus Frigidaire's famous XD Meter-Miser self-contained Compressor for dependable, economical, quiet power. Has 5-year Warranty.

New Frigidaire "Low Boy" Self-Server is low, handy and compact

The new, low superstructure of this space-saving Frigidaire Display Case makes it particularly ideal for wall, island or back-to-back installation. This adaptability, plus high visibility in the case itself, front to back, top to bottom, are sales features that add immeasurably to the desirability of this case. There are many other features that make this Frigidaire Display Case an outstanding value. Features like the roomy shelf for displaying related merchandise. Or the extra cold protection that is sealed in overnight,

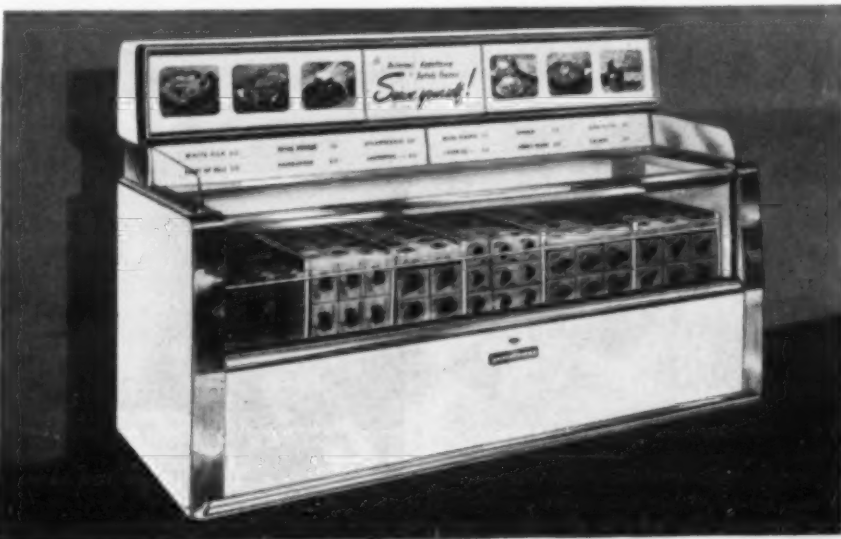


thanks to the quick-as-a-wink fold-away night cover. These, and dozens of other Frigidaire innovations are only some of the many reasons why this Frigidaire Self-Service Case is on today's best seller list.

FRIGIDAIRE DISPLAY CASE WITH EXTRA WIDE TOP OPENING UPS IMPULSE SALES

Here's a display case that's big, wide and handsome... with room aplenty for up to 1,000 frozen food items. Has exclusive Frigidaire Flowing Cold, automatic defrosting, movable dividers for complete flexibility. Open

top makes merchandise easy to reach; clear-view, 4-pane glass front makes it easy to see. Has all-steel case construction and extra-thick glass wool insulation that insures the utmost in economical operation.



Frigidaire
Frozen Food Display Cases

Frigidaire Division of General Motors, Dayton 1, Ohio

TYPHOON

OFFERS DEALERS MOST

Profitable Set-up

IN

AIR CONDITIONING

Air Conditioning Units—1½-20 tons
Multi-Packaged Systems—Up to 60 tons
Prop.-R-Temp Heat Pumps—2-20 tons
Evaporative Condensers
Packaged Water Chillers

TYPHOON AIR CONDITIONING CO. INC.
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Revco Freezers

The Standard for Highest
Quality and Best Performance
by which Freezers are judged

REVCO, INC. • DEERFIELD, MICH.

Packaging Kit Designed To Boost Store Traffic, Increase Servel Freezer Sales

EVANSVILLE, Ind.—A new frozen food packaging program designed to help build freezer sales and increase dealers' store traffic through return business was announced recently by David K. Patterson, sales promotion manager of Servel, Inc.

The program consists of two sales aids—the Servel "Freezopak" and the Servel frozen food packaging rack.

Freezopak is a compact assembly of packaging materials in a handy carry-all carton. It includes 18 pint freezer kits; 12 quart freezer kits; 40 pint poly bags; 32 quart poly bags; 12 plastic boxes including four each of pints, one and one-half pints, and quarts; three LO-416-16 bag assortments; one cellophane roll; one 18-in. by 50-ft. foil roll; one plette; five 9-in. bake-a-pie plates; one pencil; package of three freezer tapes; one ascorbic acid package; 100 "twistems"; and six "Alsersvis Nestyles."

Retail value of these items is \$20.28. The handy Servel carry-all carton is strong and sturdy and has a built-in handle.

The freezer kits contain everything necessary for packaging of fruits and vegetables.

Also included in the kits is a bundle of "twistems"—rugged wire tapes to close the bags to prevent air from entering. The Alsersvis Nestyles is Sealrite's new plastic-lined container that can be used for everything from storing frozen foods to heating foods in the oven.

Patterson described the Freezopak

as a "promotional sales premium which can be used as a 'special gift' to boost repeat business and for signing up new orders for refrigerators as well as freezers."

"It also helps the dealer to get the customer started right," Patterson continued.

The all-metal Servel frozen packaging rack holds all the items carried in the Freezopak. It is being offered free to dealers as part of the packaging program.

A complete packaging rack assortment is being offered which includes six packages of the pint freezer kit; six packages of the quart freezer kit; 12 packages of pint polyethylene bags; 12 packages of quart polyethylene bags; eight packages of two-quart polyethylene bags; three packages of pint plastic boxes; three packages of one and one-half pint plastic boxes; three packages of quart plastic boxes; six packages of 5 by 3 by 15 poultry bags; six packages of 8 by 4 by 16 poultry bags; four packages of 10 by 8 by 24 poultry bags; five boxes of freezer tapes; six rolls of aluminum foil; three plettes; three packages of 9-in. bake-a-pie plates; three packages of Alsersvis Nestyles.

The suggested retail price is \$81.59.

The entire program is being backed by a full-blown sales promotion campaign that features national advertising and various merchandising dealer aids consisting of in-store displays and streamers.

Memphis County Offices May Need 50 Cooling Units, City Employees Petition

MEMPHIS, Tenn.—According to official announcement by County Commission Chairman E. W. Hale, all county offices and courtrooms in the courthouse may be equipped with air conditioning units.

Chairman Hale said an engineering survey is now under way to determine the feasibility of the courthouse air conditioning. If the survey shows air conditioning practical, bids will be asked and the installations started as soon as possible. The units would be ½, ¾, and 1 ton. More than 50 room coolers may be required.

The *Memphis Commercial-Appeal*, morning newspaper here, received a petition signed by more than 50 men and women now serving on circuit and criminal courts duty recommending air conditioning in the courtrooms and large jury room.

Already air conditioned are the law library, offices of the mayor, city commissioners and county commission chairman, city engineering and its allied offices.

Mayor Frank Tobey said the city plans to air condition the comptroller's office and the city treasurer's offices.

Oie, Fauss Take New Sales Posts at Marshall-Wells

DULUTH, Minn.—The appointment of S. B. Oie to the position of general sales promotion manager, and H. C. Fauss to the appliance merchandise manager in the head office organization of the Marshall-Wells Co., was announced recently by L. M. Hatfield, vice president in charge of sales and merchandise.

Oie, formerly appliance merchandise manager, has been associated with Marshall-Wells for 15 years, and in the head office organization of the company for the last 9 years.

Fauss has been in the appliance business all of his business life, most recently as general manager of the Johnson-Moody Co., appliance distributor located at Peoria, Ill.

Commercial Credit Plan Is Adopted by Hamilton

TWO RIVERS, Wis.—R. G. Halvorsen, vice president in charge of Hamilton sales, has announced the adoption of the Commercial Credit Plan to enable Hamilton home laundry equipment dealers to handle instalment sales financing.

"By offering the retail financing facilities we provide practically unlimited outside funds for financing retail sales," Halvorsen said. "In addition, dealers and distributors benefit from the credit and collection service provided by Commercial Credit Corp. and enjoy the protection and profit possibilities of a liberal reserve arrangement."

Halvorsen explained that the nationwide sales financing organization offers Hamilton dealers a sound and profitable means of financing purchases of major items from Hamilton distributors, without capital investment. The plan also enables dealers to carry an adequate inventory without serious shrinkage of working capital, he said.

Schaefer Announces New Freezer Financing Plan

MINNEAPOLIS—A "complete and comprehensive" finance plan for "Pak-A-Way" home freezers has been announced by Schaefer, Inc.

The over-all program will include distributor floor planning, dealer floor planning, and instalment contracts on retail sales. Arrangements have been made in conjunction with Commercial Credit Corp. which has branch offices from coast to coast.

Pak-A-Way distributors and dealers may make all arrangements with their local C.C.C. office. In addition to the usual financing arrangements, Pak-A-Ways are covered by property insurance while in the hands of the distributor or dealer and while the retail purchaser is still making payments. Also, the retail purchaser receives an insurance certificate covering the unpaid balance in event of the purchaser's death.

These features are included at no extra cost to the distributor, dealer, or consumer, Schaefer pointed out.



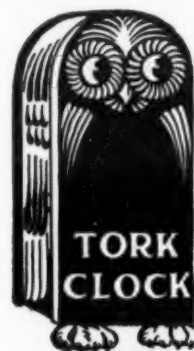
SPEED QUEEN

This beautiful new Speed Queen Automatic Washer is packed with advanced new features. Backed by 45 years of experience in washing machine manufacture, Speed Queen engineers know the importance of dependable wiring. Their choice is Unielectric, like that of over 150 other leading electric and electronic product manufacturers.

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1. Turn ON and OFF automatically.
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60 CYCLE OPERATION

Distributed through recognized
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No. 919—15 amp. single pole
plug-in for daily operation. For ½
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skip certain days weekly. For ½
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No. 919G—¾ H.P. daily operation
3-wire, 14 cond. polarized-grounded
plug-in. Stand or hang \$19.95

No. 919GW—¾ H.P. with calendar
wheel 3-wire, 14 cond. polarized-
grounded. Automatically skip any
days weekly. Plug-in. Stand or
hang \$22.95

For 1 H.P. and Up, Installed Types, Ask for Free Bulletin No. 151

TORK CLOCK CO., Mt. Vernon, N.Y.

Texas Room Cooler Survey Reveals—**Trend Toward 1-Ton Unit and Higher Voltage Equipment; Low Price, Adequate Capacity, Quietness, Appearance Rate High with User**

HIGHLAND PARK, Ill.—A cross-section of distributors, dealers, repairmen, and 13 utilities in Texas on room air conditioners has revealed a trend toward the 1-ton unit and toward higher voltage equipment, according to Ted B. Ferguson, vice president of Texas Power & Light Co., Dallas.

These and other survey findings were reported to the Room Air Conditioner Section of the Air-Conditioning & Refrigeration Institute during a recent meeting of the section at the Moraine hotel here. In Ferguson's absence, his paper was read by D. S. Coffman, assistant sales manager of the utility.

Size Uped from ¾-Ton

Ferguson said that while the ¾-ton unit has been the popular size for several years, his survey disclosed that "the trend now seems to be toward the 1-ton unit."

"This year, approximately 40% of the units being ordered by the distributors in the southwest are the 1-ton size. This has come about because the customer and the dealer have shown a preference for greater cooling capacity."

"One point on which almost every utility agrees is that the voltage of all ¾ and 1-ton units should not be 115 volts. They should be designed to operate at 230 volts."

"Our survey indicates that 40 to 50% of the units ordered for this season are 230 volts. This shows the trend to the higher voltage equipment."

"This has been brought about largely by actual dealer experience. They have found that the customer gets better service and has fewer service calls with the higher voltage equipment."

Some Want Heating Units

Ferguson's report continued:

"Some utility companies, confronted with exceptional summer air conditioning problems, are strongly in favor of units with heating elements or reverse cycle features for supplemental heating which they hope will help to balance off the summer peak."

"It is my personal opinion that the Texas market for the dual purpose is very limited, for the reason that there are relatively few Texas residences equipped with central heating. In houses not so equipped, each room has an individual gas heater that is economical and efficient; therefore the supplemental heating device has no place in it."

"For this reason, I believe the supplementary heating device should either be left off or made optional if its inclusion in the unit adds substantially to the price of the equipment."

"A cross-section of active dealers in our own service area gave customer buying considerations as fol-

lows, and in this order of importance:

"1. Price (for volume sales, prices must be low enough to reach the mass market)."

"2. Adequate capacity (customers are demanding equipment that will maintain comfortable temperatures with proper ventilation)."

"3. Quietness (many units are installed in bedroom)."

"4. Appearance (the unit should be designed for minimum interference with draperies and general room decor)."

"Obviously, the opinion of the dealers reflects the opinion of the ultimate user."

"Now we come to a question, the answer to which received either strong support or vigorous opposition. This is the question as to the desirability of thermostatic control of the unit. However, the majority of dealers preferred to have a unit without thermostatic controls, in order to keep the purchase price as low as possible."

"There is some logic to this reasoning, in that they have already expressed their opinion that price was the No. 1 buying consideration. Furthermore, since so many units are being installed in bedrooms, some thought the noise of a unit cycling would be objectionable to the light sleeper."

"Personally, I am the minority, because I favor thermostatic control of air conditioning units. I am a firm believer that it will, sooner or later, receive customer acceptance and will become standard equipment, and I came to this conclusion because it is reasonable to suppose that this device will cause the room cooler to operate at its maximum efficiency and economy."

Give Correct Operating Costs

Ferguson next passed on two recommendations by the utilities:

"First, your sales departments can aid in getting a better job done with each sale, getting better customer satisfaction and, ultimately, less sales resistance by emphasizing the necessity of giving the prospective customer true and correct information as to operating costs."

"Many times dealers and their salesmen pick up from various sources figures which they believe to be correct, and are correct as originally stated, when someone quotes a national average or an average for some section of the country, but when applied to another area is entirely misleading."

"We find it impossible to give a flat figure in our own advertisements, but we can tell the individual the approximate cost under various conditions and methods of use and when we do that they are pleased and happy with the results. The remedy is for the dealer and his salesmen to get the correct answer from the local utility."

"The second is to suggest that

literature and other advertising copy carry no reference to the room conditioner as a 'plug-in' appliance."

While applicable to the small capacity units, it should not be said of the ¾ and 1-ton units. Furthermore, the prospective customer will confuse the statement if it is used at all."

115-Volt Current Too Low

"Starting current and operating wattage of the ¾-ton and larger-size units are much too high for the usual existing house wiring circuit. If placed on the existing 115-volt circuit and if it operates at all, it results in the usual low voltage complaints of flickering lights and television interference."

"These suggestions are offered in the most constructive and cooperative attitude and I hope you will so consider them. I believe that through them, your customer satisfaction will be enhanced and dealer service calls will be reduced."

Ferguson also reported two comments of repairmen that "might well be worth consideration."

"First, they report that a large percentage of the service calls have to do with the fan assembly. They suggest that manufacturers give serious consideration to equipping all unit air conditioning fans and fan motors with lifetime lubricated bearings. I think one of the principal reasons for this is that many of the



users forget to oil in accordance with your instructions."

"Another suggestion made by the repair people was that filters be made accessible for easy changes in all models. In our climate, because of the long seasonal operation, filters should be changed two or three times a year. If changing the filter is difficult, there is a certain reluctance by the average user to undertake it."

Discussing the future market of the room air conditioner, Ferguson said, a preliminary survey made early last fall in Texas showed sales would be approximately 57,000 units."

"Generally, in the utility business, it is recognized as one of the most rapidly growing major appliance fields. To give testimony to this growth, in our own company's service area less than 3,000 were sold in 1950; by 1951 sales reached almost 7,000; and last year they almost doubled to over 13,000."

"While we conservatively forecast sales of 15,000 for this year, a real hot, prolonged summer, such as experienced during the past two years, could skyrocket sales to 25,000."

Ferguson pointed out that his company "likes the air conditioning load, particularly that of the room air conditioner. We promote it as vigorously and as intensively as any major electric appliance and we promote it throughout the year. In fact, it has been one of our campaigned appliances since you put it on the

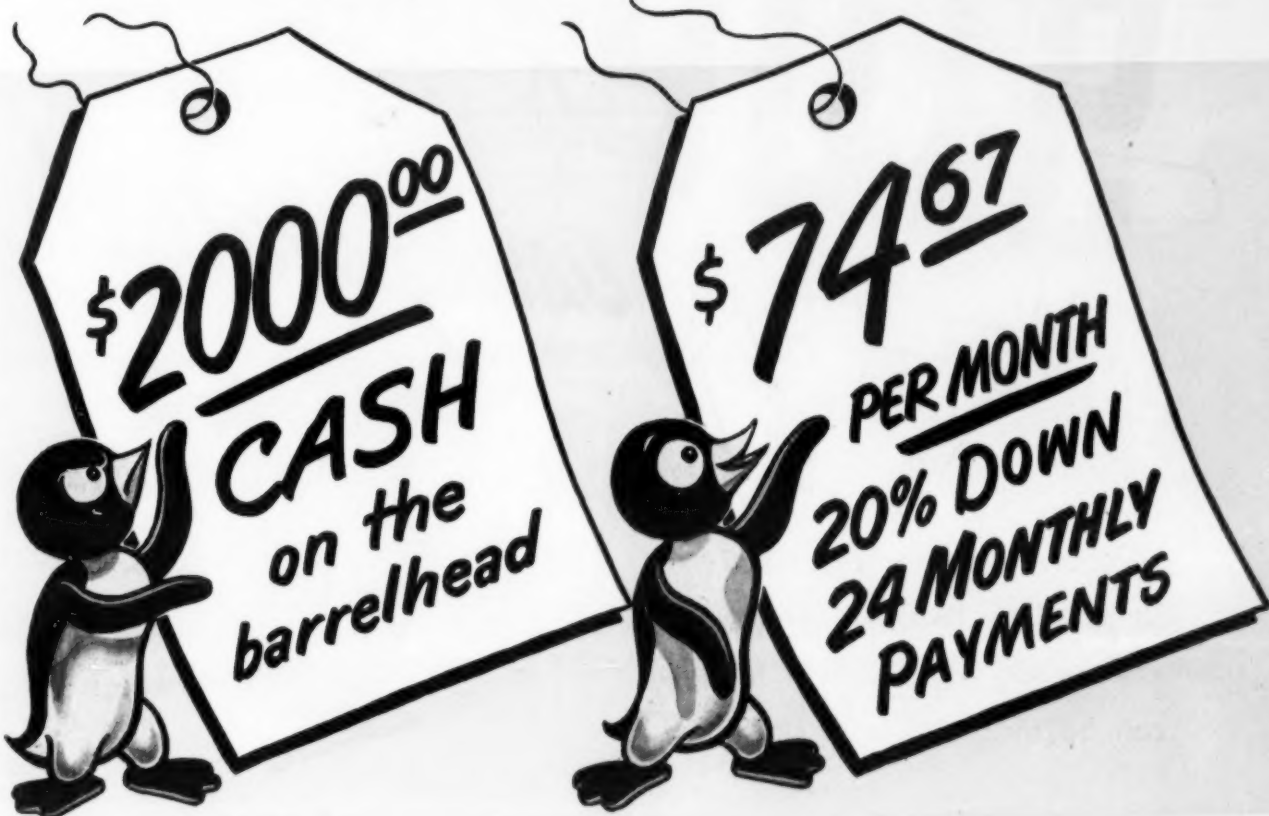
market."

"To illustrate the emphasis we place on unit air conditioner sales, we advertise the benefits of the room air conditioner in 140 newspapers in our 52-county service area. We continue throughout the hot months with radio messages broadcast over 30 stations. In addition, we display dealer units on our sales floors and in our windows, and the unit is a definite part of our many scheduled appliance shows."

"One of the most important features of our promotional activities is our trial wiring plan which permits dealers to put units in the homes of prospects for trial demonstrations."

"Under this plan we provide and install the temporary wiring facilities for both 115 and 230-volt units. We do this without cost to either the dealer or the customer. We have found that our dealers are very enthusiastic about this plan because very, very few units ever leave the home once they are installed and have had the opportunity to prove what they can do."

"An equally important part of our campaign on unit air conditioners is the prospect development plan in which all our employees participate. More than 1,200 employees participated in this activity last year and turned in names of 5,250 prospects who purchased room air conditioners. Prizes are awarded, based on the sales results of this program."

which tag would sell**Feature Time Payments to close more sales with the COMMERCIAL CREDIT PLAN**

MORE AND MORE prospects for commercial refrigerating and air conditioning equipment are becoming, of necessity, TIME BUYERS. Because of a tight cash position it's the only way many can buy your equipment. The COMMERCIAL CREDIT PLAN helps close sales . . . lower accounts receivable, improve your cash position. And you turn your credit and collection worries over to COMMERCIAL CREDIT. For complete details, facts and figures, write COMMERCIAL CREDIT CORP., 14 Light Street, Baltimore 2, Md., or our nearest office.

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A service offered through subsidiaries of Commercial Credit Company, Baltimore... Capital and Surplus over \$125,000,000... offices in principal cities of the United States and Canada.

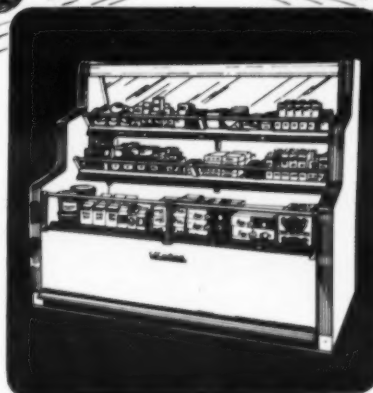


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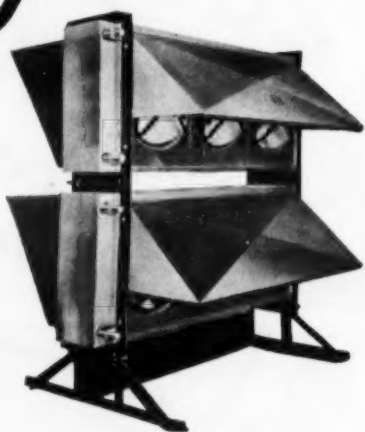
They'll Do It Every Time By Jimmy Hatlo



Have You READ 'Peace and Progress' Yet?



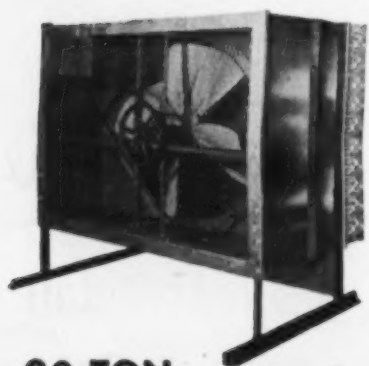
Eliminate all water problems with UNICON by KRAMER. Any size compressor, regardless of tonnage, can be air-cooled with UNICON.



15 TON

UNICON*

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20 TON

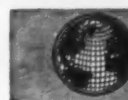
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VOLUME 69, No. 9, SERIAL No. 1,267, JUNE 29, 1953

"I have always felt that whatever the Divine Providence permitted to occur I was not too proud to report. The people are not served by pussyfooting, or by that sort of journalism in which nobody will ask who is the editor of a paper or the writer of an article, and nobody will care."—Charles A. Dana.

3-D (Third Dimension) Enters the Marketing Picture and Parlance

THE PRESENT dearth of well-trained and able salesmen is the greatest problem facing our nation today, according to James J. Nance, Packard Motor Car Co.'s new president (who acquired a substantial background of influence in our industry during his sojourns with Frigidaire and Hotpoint).

Why don't we have more bright young candidates for sales jobs? Nance blames the political and "social" atmosphere of the last 20 years.

Business was in the doghouse. And SECURITY replaced AMBITION as the big word of those times.

Our present government, in contrast, has been called a *businessman's administration*. "And the businessman is on the spot," Nance observes. "The electorate of this country didn't elect just a new President, or just a new Party. It elected a system of government so old-fashioned that it's new. The kind you and I, as businessmen, have wanted for a long time.

"And if Eisenhower's businessmen appointees fail, it will be *business* that falls on its face," he adds. "People will not differentiate between business, businessmen, and the current administration. They'll never give us another chance if we don't sell them on what we are doing and why."

Businessmen who haven't yet sacrificed financially to aid Eisenhower should work extra-hard to prove that the renewal of Free Enterprise can be successful and rewarding in America.

During our lifetimes, Nance predicts, we cannot return to a completely peacetime economy. However, we should prepare for the resumption of peaceful pursuits after the personal consumer's dollar.

"Of course, should we be forced into another all-out war economy, all bets are off," he footnotes.

A portion of the American economy always will be channeled into defense production—be it 10% or 25%. In effect, this substitution of guns for butter may underwrite a tiny percentage of our so-called "cold war" production.

Responsibility for maintaining full employment soon will fall upon dealers and salesmen, Packard's new president observes. And then he stirs a few stumps by declaring:

"We are entering a period of Dynamic Distribution. We are faced with the task of building a SELLING market. (This is a brand new concept).

The "selling market," as distinguished from a *seller's* market or a *buyer's* market, will be a happy medium between full-scale production and high purchasing power. (This adds a "third dimension" to the definition of markets).

Amidst the New Deal-Fair Deal years, and during the war and post-war years, the accent was upon production.

The forthcoming Selling Market calls for a different accent, and turns the spotlight on a different tribe.

"Now it is going to take salesmanship to translate production into higher planes of living," Nance points out. "The critical shortage of real salesmen really has business 'on the spot.'"

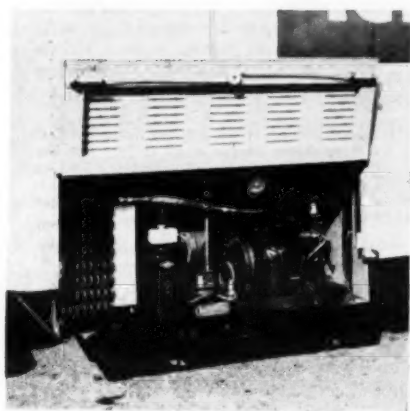
"But we shouldn't waver between a silly Seller's Market or a limp Buyer's Market. Let's eagerly promote a brand-new Selling Market. And go out after the personal business we need to survive as a nation of free, happy men."

REFRIGERATION At Its Best!



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by the manufacturer of
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hydraulically refrigerated
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To provide efficient, continuous, over-the-road refrigeration, the compressor is connected to a hydraulic drive. This unit can be plugged into any electrical outlet for overnight charging.

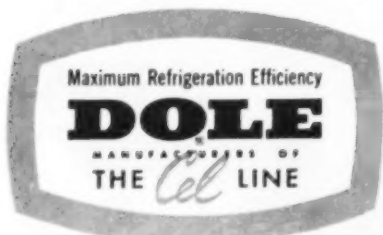
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CHICAGO, ILLINOIS
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44 Elgin Street, Brantford, Ontario



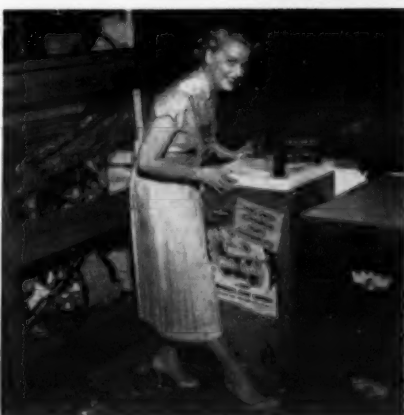
What Was New

At the Retail Grocers Show



GOLD hammer-tone sections on Brewer-Titchener's new Royal line of ice cream, milk, and dairy cases not only attract attention to these self-service units, but, as Charles Q. Sherman demonstrates, will take an endless amount of scuffing and abuse without showing wear. Note superstructure on ice cream case is deep enough to provide shelf space on top. KEY NO. 654.

CENTER AISLE display case for frozen foods that is open to the customer from either side attracted attention of two Australian visitors at Nargus show, Mr. and Mrs. Gauray, when they stopped at booth of Penguin Sales and talked to Clifford Brown (left). KEY NO. 655.



ELECTRIC CONTROLS featured in Frigidaire's new line of water coolers, among company's items featured at the Nargus show, eliminate mechanical linkage problems, June Anderson finds. Pushbutton at side and glass filler are optional items on this pressure-type cooler, available in 6, 12, and 18-gal. models. KEY NO. 656.

On this page and page 15 are pictures of refrigeration products displayed at the National Association of Retail Grocers' show in Chicago. Additional pictures will be published in a succeeding issue. Use key numbers and "Information Center" blank on page 11 for further details on items shown.

Frigidaire Appoints Givens

CHARLOTTE, N. C.—Richard M. Givens has been named division manager of the Charlotte trading area for Frigidaire commercial and air conditioning products.

A graduate engineer, Givens has five years experience in commercial refrigeration and air conditioning.



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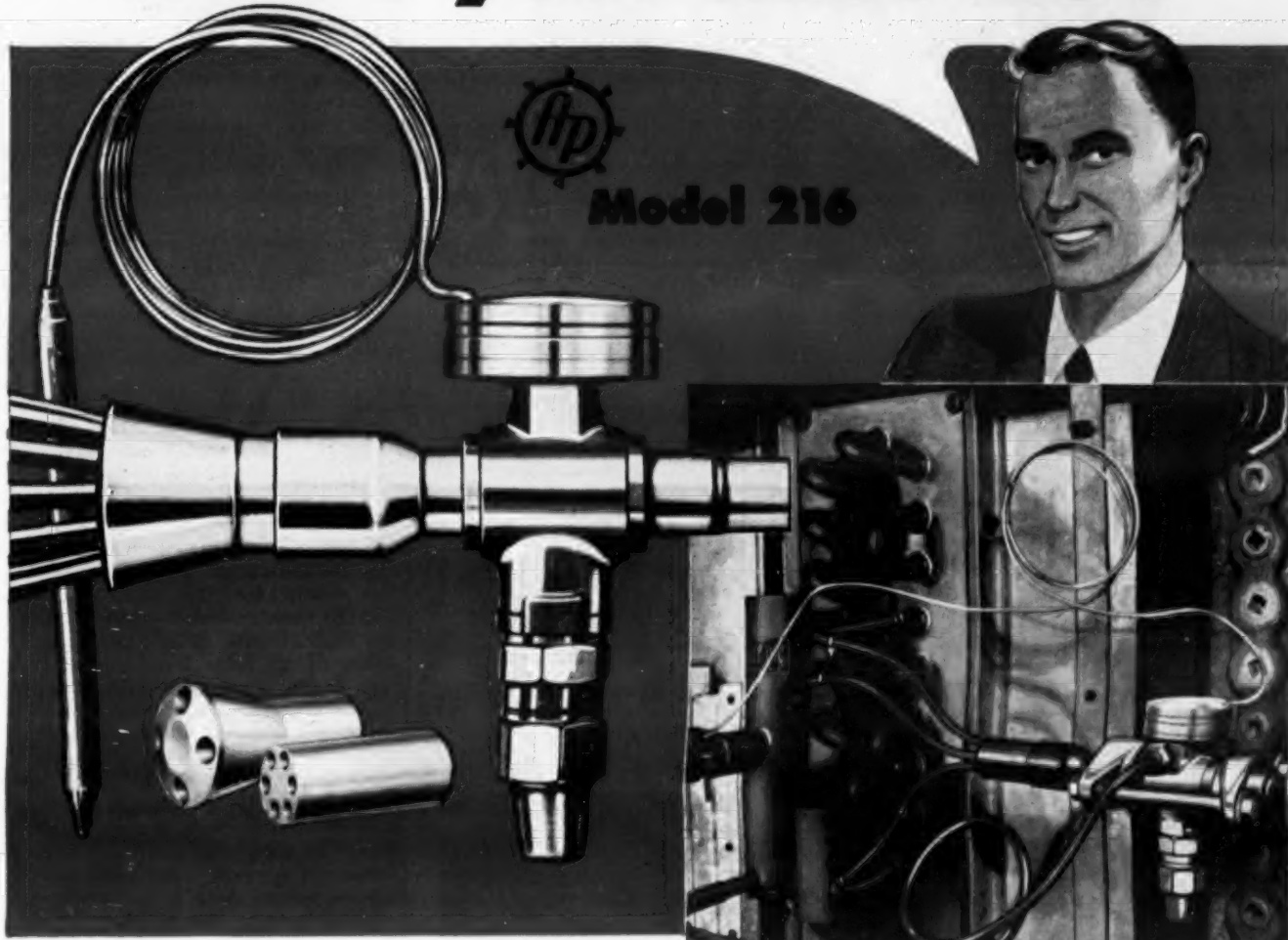


ANTICIPATING its 50th year, Viking introduced first model of its 1954 Golden Anniversary line at the Nargus show—a double deck open dairy and pre-packaged meal case. This is a 10-ft. case (model 1010), but will also be available in 6-ft. lengths. Testing for temperature is Adela Ferguson of the company. KEY NO. 657.

LARGE quantities of ice can be stored in insulated custom-made bin which American Gas Machine has made arrangements to supply with its Scotsman automatic ice maker. This permits the grocer to build up an advance supply to meet the weekend rush demands. Dorothy McDonald shows there's still plenty of ice even when the bin is low. KEY NO. 658.



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...when you need a large capacity EXPANSION VALVE

You get trouble-free operation on large air conditioning and commercial applications with the time-tested A-P Model 216. Accurately meters refrigerant to single or multiple coils . . . operates efficiently in any ambient temperature, in any position.

The job proved 216C comes in sweat or flange-type bodies . . . both with 1/4" flare external equalizer connections. "Equa-Flo" distributors, for multiple feed coils, can be furnished for both models. Adjustable superheat, with range sufficient for all applications. Capacity 3 1/2 to 11 tons, F12.

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This thermostatic expansion valve gives you precise control under any conditions. Fingertip pressure-limit adjustment, 0-55 lbs. Prevents motor overload during peak operation. Any superheat setting from 0 to 20°F. Functions perfectly in any position — at any ambient temperature. For Methyl, F-12 and F-22.



Box Load Factors & Blower Coil Selection

Simplified Method of Calculation Eliminates Costly Guesswork In Planning Food Storage Installations, Says D. D. Wile of Recold

Editor's note: This is Part 2 of a two-part article by D. D. Wile discussing methods of determining load factors and selecting cooling coils for food storage applications. This material was presented in a talk given before the Seattle Educational Conference. Part 1 appeared in the June 22 issue.

By D. D. Wile, Chief Engineer, Refrigeration Engineering, Inc., Los Angeles

Blower Coil Selection for Proper Humidity Control

Each time air passes through a refrigeration coil it deposits some moisture. This is evidenced by the accumulation of condensate or frost on the cooling surfaces. This loss of moisture from the air reduces its humidity unless the moisture is restored from other source.

The sources of rehumidification of air are generally:

- (1) evaporation of moisture from exposed surfaces of moist product,
- (2) infiltration or leakage of moist air from the outside of the box, and
- (3) occasionally, by rehumidification with water or steam.

The rate at which moisture is removed from the air by a refrigeration coil can be determined by laboratory tests on the coil. We therefore have a fairly good working knowledge of what is required in the way of coil design and coil application to maintain any desired rate of

moisture removal from the air by the coil.

We are not so fortunate with regard to knowledge on the release of moisture to the air by moist product or the other sources. This release of moisture depends upon the condition of the surface, the method by which the product is stacked and air velocity over the product.

It is seldom possible to predict all of these situations and even if we could there is little or no reliable data on the release of moisture under these various conditions. The infiltration of moisture through cracks or leaks in the box depends upon many conditions which cannot be accurately predicted so here again we are without reliable data.

If a large box is only partially loaded, there will be less product surface to release moisture and a

tendency for the humidity to become lower than desired. On the other hand, if the door gaskets of a box should leak excessively or if the door is opened frequently and especially if the box is located in a humid climate, there may be a tendency for the humidity to become excessively high.

We thus find occasional jobs that dehydrate the product excessively and other jobs that give trouble with water condensation on walls or from slime formation. Such jobs with humidity below or above the desired level would be even more frequent except for experience and good judgment when selecting equipment and the ingenuity of the service engineer. Thus the control of humidity in refrigerated spaces is largely a matter of experience and good judgment rather than precise calculations.

This does not mean that coil design and selection can be ignored. Quite the contrary, proper coil design and selection determine the rate of moisture removal and thus control the humidity level in any particular application.

We thus can apply good engineering practice to at least one-half of our problem and depend upon experience and good judgment for the other half.

Coil performance is usually considered in terms of "TD" or temperature difference between box air and refrigerant. The TD depends upon the balance between compressor capacity and coil capacity. Thus a large compressor on a small coil produces a large TD, while a small compressor on a large blower coil produces a small TD.

The humidity within the box will depend largely upon the TD or balance between compressor and coil capacities. A large TD causes the moisture to be removed at a more rapid rate and results in low humidities.

The opposite is also true that a small TD resulting from a large coil with a comparatively small compressor will develop high humidities.

Experience has developed certain "rules of thumb" for the application of blower coils that satisfy most operating conditions. These are shown in Table 5. This table is based upon average operating conditions with reasonably good box construction.

If you have a box with some leakage in a humid climate, then it would be desirable to work toward the higher range of TD's shown in the table. On the other hand, a tightly constructed box operating in an arid climate may have difficulty maintaining high humidity even at the lower range of TD's shown in the table. The table therefore acts as a good guide but requires judgment depending upon any unusual operating conditions that may exist.

At low temperatures, such as frozen food storage, it may be necessary to maintain high humidities in order to prevent dehydration of unpackaged product but there is an-

Table No. 5

Product	Humidity Range	Approx. Humidity	T.D.
Unpackaged cheese, butter cut fresh meats, flowers	Very High	90%	7° to 10°
Fresh carcass meat, fresh fruits and vegetables, fish and most general storage	High	80%	10° to 12°
Dried meats, dried fruits, dried vegetables, beer, milk and cream	Medium	75%	12° to 15°

For low temperature refrigerators (+10° F. or below). The T.D. is generally selected at 10° or less in order to improve compressor efficiency as well as to control humidity.

other consideration at these low temperatures that is also very important. Compressor capacity falls off very rapidly at low suction pressures and it is therefore desirable to maintain the suction pressure as high as possible in order to avoid loss of compressor capacity and efficiency.

For this reason the TD is generally selected at 10° or less in order to improve compressor efficiency as well as to maintain proper humidity.

Don't Oversize the Compressor

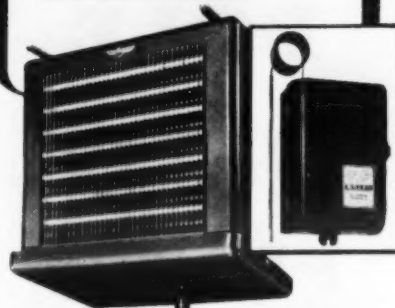
A mistake that is often made is to oversize the compressor with the idea of giving the customer a particularly "good job," but this may do more harm than good.

If the box load has been properly calculated and the equipment selected according to the TD in Table 5, then the proper humidity and temperatures should be maintained in the box with ample factors of safety. It would be a mistake to select a compressor considerably larger than required because it would operate at a lower suction pressure and a correspondingly greater TD.

Thus while it would only operate for a small portion of the time, it would remove too much moisture and produce an undesirably low humidity. It is always best to determine the load accurately and then select the equipment according to the results. By this method you can depend upon having the best installation possible.

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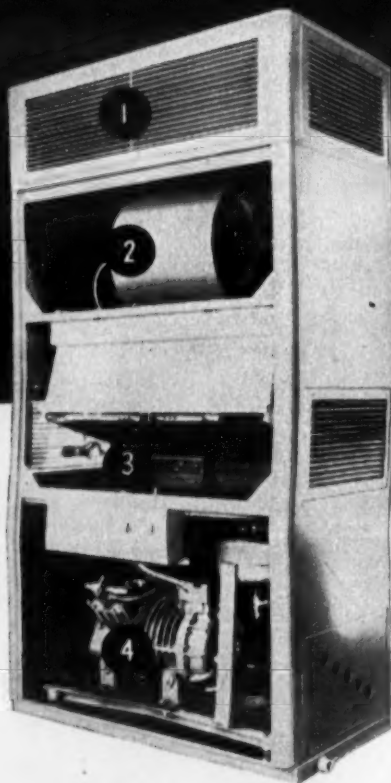
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- 3 The Coil Section, in which a 5 row coil has ample surface to remove moisture and heat, balanced with
- 4 The quiet efficient Compressor Section where the controls are integrated for automatic operation and complete safety protection. For final protection the interlock relay prevents short cycling of the compressor unit.

These features cut installation and maintenance time costs: All water connections are run to an external utility panel, eliminating inconvenient internal connections. All electrical connections are integrated in one panel in front of the unit. All functional parts are easily accessible through the removable panels.

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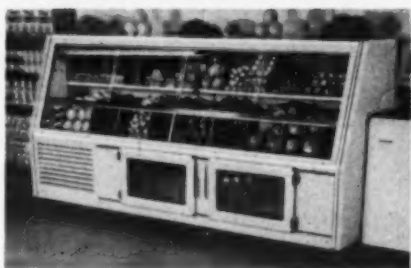
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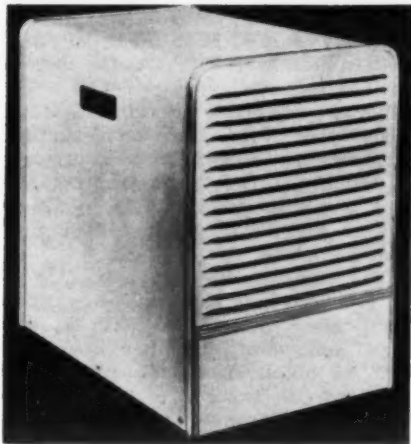
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What's New

When requesting further information on new products, please use "Information Center" form.

Abbeon Home Dehumidifier Dries 8,000 cu. ft. Space



—KEY NO. C-650—

JAMAICA, N. Y. — The Abbeon Supply Co. has announced a new model HB-53 dehumidifier is now coming off its production lines.

This unit is a companion machine to Abbeon's line of industrial dehumidifiers, but it is designed for areas such as home basements and small storage rooms. It will dehumidify 8,000 cu. ft. of enclosed area and if desired can be equipped with a simple "plug in" automatic control.

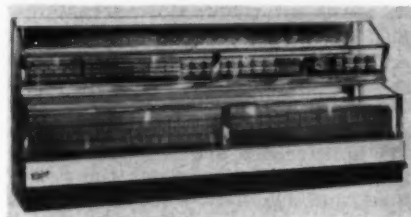
This unit operates in the following manner: Warm moist air from the room is drawn over a cold coil, the temperature of which is so fixed that the moisture condenses from the air onto the cold coil and then drips from the coil into the removable catch basin.

Then the cool air passes over the compressor, acting to cool the compressor unit, so that the air emerging from the dehumidifier is approximately at the same temperature as the entering air, but the moisture content has been greatly reduced, according to the company.

The dehumidifier measures 16 in. high, 10 in. wide, 17 in. long; weight is 55 lbs. Finish is green with alu-

minum trim. The bottom pan is equipped with a concealed drawer pull, eliminating protruding handles; front and back louvers are angled to provide maximum air deflection for efficient water removal; Tecumseh compressor is 1/2 hp., using "Freon-12" as the refrigerant, it was pointed out.

Retail price is \$110 f.o.b. Jamaica, N. Y.



Viking Triple-Deck Case Is First In New Series

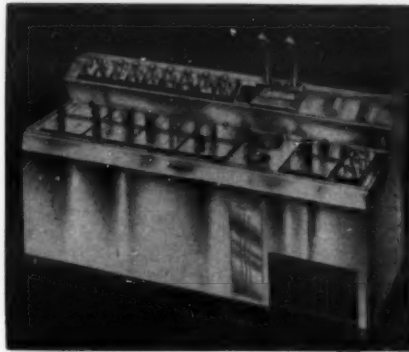
—KEY NO. C-651—

KANSAS CITY, Mo. — A triple-deck display case of new design has been introduced by Viking Refrigerators, Inc. here as the first item in the company's special new series, "The Viking Golden Anniversary Line."

The case, model No. 1010, features smooth lines and large capacity for dairy products or packaged meats, according to the manufacturer. Other features include stainless trim, porcelain shelves, ample illumination, and "Thermopane" glass on the front and ends.

The lower shelf of the case holds 440 quart cartons. In addition to a roomy second deck, extra display space is provided on the non-refrigerated top, the company further explained.

Model No. 1010 is 56 in. high and 10 ft. long and can be easily extended because there are no large partitions or interference with the bottom display, the company pointed out. The lower shelf lifts out for easy access to electrical, "Norsair" refrigeration, and drainage systems for servicing.



Self-Contained Fountains Added by Everfrost

—KEY NO. C-652—

GARDENA, Calif. — The addition of two new self-contained models to its line of soda fountains and drink dispensers has been announced by Everfrost Sales, Inc. The new units are companion models of the Everfrost 20 gal. Fountainette, and supply a larger ice cream storage capacity.

The "Fountainette Series" features a complete fountain dispensing service, an ice cream capacity range of 20, 30, and 40 gal., and the compressor, carbonator, and water cooler all in a compact space-saving package. The only installation required is attaching the water line and the electrical connection.

An additional feature of the Everfrost Fountainette Series is the utilization of three temperature controls, one serving the cold storage compartment and the syrup bank, one for plain and carbonated water cooling, and the third control for the ice cream storage compartments.

McQuay Central Station Line Has 14 Models



—KEY NO. C-653—

MINNEAPOLIS — A line of "Seasonmaster" central station air conditioners has been introduced by McQuay Inc. here. The line comes in 14 models in both the horizontal and vertical type, all having maximum flexibility in location of coil connections and air openings.

They also provide for many combinations of cooling and heating coils and a wide variety of accessories. Accessories include flat and "V" type filter sections, mixing box with dampers, combination mixing box and "V" filter, and steam pan and spray humidifiers.

C.f.m. ratings of the various models range from 640 to 21,000.

Catalog No. 505 gives complete information and engineering data for the selection of the proper Seasonmaster to fit the job.

ride the Tennet line!



just one of our many units that really make money for you with easier, more dependable installations, and customers 100% satisfied!

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Information Center

For more information on What's New products, current literature and catalogs available, equipment advertised in AIR CONDITIONING & REFRIGERATION NEWS use Key Numbers where designated or specify products advertised and we'll see that you receive this information promptly.

What's New or Current Literature Available

Key No.	Key No.
Key No.	Key No.
Key No.	Key No.
Key No.	Key No.

Products Advertised
(list name, page, and issue date)

(PLEASE PRINT PLAINLY)

Name Title
Company
Street
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Type of Business

MAIL THIS FORM TO

AIR CONDITIONING & REFRIGERATION NEWS
Reader Service Dept.
450 W. FORT ST. DETROIT 26, MICHIGAN

11 reasons why Everfrost IS YOUR OUTSTANDING FOUNTAIN VALUE



1. Each Everfrost bobtail and creamer unit includes a complete, conveniently located running water dipper well plus a refuse chute with a removable container.



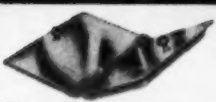
2. Extra thick walled, black glazed jars are standard equipment on Everfrost units. Deep-drawn stainless steel syrup and crushed fruit jars are available at a slight extra cost.



3. Syrup pumps are all stainless steel, "New York" style which can be easily disassembled for fast, thorough cleaning. Everfrost pumps meet the most strict health law requirements.



4. The Everfrost Refrigerated Carbonator and Water Cooler supplies a greater volume of below 38° carbonated and sweet water. The higher gas absorption of Everfrost means better drinks.



5. Constructed entirely of stainless steel, all compartment lids are hermetically sealed, moisture proof and designed to eliminate drippage into the ice cream compartment.



6. Designed and developed by Everfrost engineering specifically for soda fountain and drink dispensers, the Series 90 Water Pump provides years of dependable economical service.



7. Three temperature control, a feature of all Everfrost creamer units, assures proper temperatures in the 1) ice cream compartment 2) syrup and storage compartment 3) carbonator and water cooler. Two temperature control is standard on Bobtail units.

plus...

- 8. Deep-drawn sinks
- 9. All steel construction
- 10. Simplified plumbing
- 11. Stainless steel linings

There is an Everfrost fountain or drink dispensing unit designed for every size and type of installation... each with the plus features that mean better performance, finer refreshment, greater customer satisfaction. Write today for free literature on the full line of Everfrost equipment.

EVERFROST SALES, INC.
Soda Fountain, Lunchette
and Drink Dispensing Equipment
14815 S. BROADWAY
GARDENA, CALIFORNIA

Refrigeration Problems

and their solution

by Paul Reed

For Service and Installation Engineers



Paul Reed

Safety for Portable Tools & Appliances (3)

PERMANENTLY CONNECTED EQUIPMENT

Permanently wired motors are frequently and preferably "grounded"; that is, a connection is made from the motor frame or outside case of the motor to the ground.

What happens, if by some chance the insulation inside the motor is disturbed and a wire touches the frame or case?

If it is the neutral side, nothing happens. If it is the hot side or part way between the neutral and the hot lines, such as in a coil, a fuse blows or a circuit breaker opens; for a "short circuit" is established that bypasses the winding or part of it. Thus, the resistance is much less and the current is correspondingly greater, so out goes the fuse or circuit breaker.

Now suppose the frame had not been grounded. If an insulation breakdown occurs inside the motor on the neutral side, again nothing happens.

But, if the insulation breakdown is on the hot side, or in between, the hot line touches the frame and the entire frame is hot. No fuse blows, for there is no connection to ground.

Therein lies the danger. A person touches that motor frame and he is touching the dangerous hot line.

If he happens to be standing on a dry floor or dry rung, nothing may happen, for he is not in contact with the ground. Just touching the hot line may not be dangerous.

If, however, he is standing on a metal floor, or a wet floor, or if he is touching a water pipe or conduit or anything else that establishes a connection to the ground, the electrical current from the hot line passes through his body to the ground.

The current passing through his body results in what we call an electric shock. It may paralyze nerves, or cause muscles to jerk spasmodically. It may cause severe pain, and it may cause so much heat to develop in various parts of the body, particularly the nervous system, that the person dies.

How severe the shock is depends on how good a connection the person makes between the hot line and the ground, how high the voltage is, and

to some extent on the particular individual's susceptibility to electric shock.

The voltage does not have to be high; 110-volt current has killed many people; even lower voltages have been known to be fatal. Persons accustomed to working with "hot" lines have learned to be careful. They know that the current bites instantly; that Nature can be vicious, and may allow just one mistake—no second chances.

Large companies find that it pays to ground portable tools; pays in reduction of accidents, suffering, lost time, and loss of pay. We can well profit by their experience and adopt the safety methods that they have proven and found effective.

INSPECT PORTABLE TOOLS FREQUENTLY

Moreover, they require regular inspection and repair of these portable electric drills, saws, wrenches, hammers, and similar equipment. Every time the tools come back to the tool crib they are inspected and repaired if necessary, before they are permitted to be used again.

They are cleaned, dried inside and out if they are wet or damp; cords

repaired; bolts and nuts tightened if loose, especially those securing saws or grinder wheels; new saws or wheels put on if they appear damaged, cracked or wobbly; bearing and gears checked; drill chucks repaired if the jaws are loose; safety switches or governors checked; and the tool is disassembled and repaired if it is sparking. All this costs money, but the big companies have found that it pays to keep portable power tools in first class condition.

VIGILANCE IS THE PRICE OF SAFETY

Now, what steps can be taken to guard against these accidental shocks? The best precaution is eternal vigilance. Always be on guard. Watch what you are doing and take no chances. It only takes once to kill.

First, keep all electrical equipment in good condition. If a cord becomes frayed or worn, disconnect it and repair it or have it repaired. Sparks and sputterings are warnings. Turn off the current, disconnect the equipment and find out what caused the sparking and repair it.

Not only may the loose connection be dangerous as a cause of shock, but it may cause burns. If it doesn't burn you or someone else it may start a fire. Never let sparking electric connections go.

Equip your portable drills or other plug-in tools with ground wires and use them. Take no chances.

Be especially careful when your hands are wet, or when you are standing on the ground or on wet or metallic floors. Avoid metal ladders—dry, wooden ones are better insulators.

Above all—be vigilant.

SLANTS on Service

"Slants on Service" is a handy "package" devised by the NEWS for its busy readers.

Tecumseh Offers Suggestions On Changing Valve Plates

In announcing valve plate replacement kits for several compressor models (VD, FF, FFF, VF, and VFP), Tecumseh Products Co. makes this suggestion:

"When replacing an original valve plate with four bag type suction strainers on 4-cylinder compressors, do not try to use these strainers. Install a combination suction manifold gasket and filter under the suction chamber plate."

The company also advises:

"If an old type valve on a 4-cylinder compressor is replaced with a new type, somewhat smoother operation will be obtained if both plates are replaced, as there are some differences in clearances and volumetric efficiency."

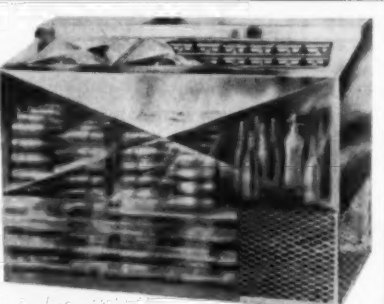
SUPER-FLO FILTER-DRIER

UP TO 5 TONS
NO PRESSURE DROP

MOLDED REMCAL DRYING FIBERGLAS DEPTH FILTERING

Check Super-Flo's amazing low price, for both original equipment and replacement, against ordinary driers which do not have Super-Flo molded drying elements, massive fiberglass depth filters and spun-end copper shells. Available to the trade through wholesalers everywhere.

REMCO INCORPORATED
ZELIENOPLE, PA.



FLO-COLD Stainless Steel DRINKMASTER ICE CUBER-COOLER

"A CASE OF COOL JUDGMENT."

Mfg. by
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One of largest stocks outside factory!

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Torrington First Quarter Production Breaks Record

TORRINGTON, Conn. — Andrew Gagarin, president of The Torrington Mfg. Co., reported to stockholders recently that the firm's three plants exceeded all production records during the first quarter of 1953 and shipped goods valued at \$3,188,460, nearly double 1952's first quarter sales of \$1,687,999.

Gagarin said that first quarter net profit for the Torrington firm—claimed to be the world's largest maker of fan blades, blower wheels, and spring coiling machines—was \$160,606 for the quarter ended last March 31, as compared with \$79,025 a year ago and \$149,263 for the first quarter of 1951. First quarter sales for 1951 were \$2,068,255.

In this report to stockholders, Gagarin said that plans currently are being formulated for another expansion of the local plant, already enlarged 14 times since 1900.

Torrington plants, other than the local headquarters, are located in Van Nuys, Calif., and at Oakville, Ont. Torrington air impellers are used in all types of heating, cooling, and ventilating appliances.

80 See Installation of Trenton RSES Officers

TRENTON, N. J.—The annual banquet and installation ceremonies of the Trenton Chapter, RSES, was held recently at Jack Fowler's restaurant, with 80 members and guests attending.

The 1953 officers were installed by Tony Lombardi of Atlantic City. Lombardi is the president of the state RSES association.

Officers installed were Thomas J. Schwartz, president; Harold Londahl, vice president; Romeo Fortier, treasurer; and Joseph Barry, secretary.

USED ICE PLANT EQUIPMENT

2—Ammonia Compressors, Frick, Double Action, 10½" x 18" J. T., 140 Ton capacity, 22 lbs. PSI Suction, 185 Lbs. PSI Discharge; directly connected to GE 225 HP, 2300 volt, 2 phase, 180 RPM, 60 cycle motor; with control panel and Motor Generator Set.

2—Water Coolers, Vilter; Shell & Tube 12-Pass, 24" Dia. x 12'-0" Long, 156—1¼" Tubes, 612 S. F. of surface; with 12" x 10'-8" Suction Accumulator, Ammonia Float, stop & drain valves; with pipe "S" Type Stand for Vertical Mounting.

5—Packice Machines, Vilter, 6-Section, Spray Type, with Horizontal Accumulators, Complete with connections & Piping; Louis-Allis 5 HP Motor; with Briquette Press for #1-16 Briquettes.

ALLSTATES CONSTRUCTORS, INC.
P. O. BOX 658, AUGUSTA, GA.
PHONE — COUNTY 5300



These attractive Allen-Bradley Solenoid Starters add to the neat and business-like appearance of this machine.



DEEPFREEZE'S
Sub-Zero Machine
equipped with
ALLEN-BRADLEY
TROUBLE FREE
MOTOR CONTROLS

Why are Allen-Bradley starters so popular for refrigeration and air-conditioning service? . . . because experience has proven them to be trouble free. Only ONE moving part. No pivots, pins, or bearings to corrode or stick . . . no jumpers to break. You install them . . . and forget them!

No contact maintenance . . . Allen-Bradley silver alloy contacts never need cleaning, filing, or dressing. They are always in perfect operating condition.

Dependable overload relays . . . Allen-Bradley "solder pot" relays are accurate and always dependable . . . even after long service.

The Allen-Bradley trademark stands for "Quality" in electric motor control.

Allen-Bradley Co., 1313 S. First St., Milwaukee 4, Wis.



A-B Bulletin 709 Solenoid Starter

Size 1 Starter with cover removed. See how simple it is! The white interiors of Allen-Bradley enclosed apparatus make installation easy in dark places.

A-B Special Air-conditioning Control Unit

Consists of Bulletin 709 Solenoid Starter, Bulletin 836 high pressure cutout, Bulletin 837 thermostat with adjustable knob, and Bulletin 600 manual switch, for fan operation.



ALLEN-BRADLEY SOLENOID MOTOR CONTROLS

N. Y. Code--

(Concluded from Page 1, Column 3) refrigerant, regardless of the type of refrigerant.

The new bill would also liberalize the annual permit requirements. At present annual fees are collected on all refrigeration systems located in other than residence portions of buildings.

With the new bill, annual permits would be limited to self-contained systems of over 15 hp. and field-erected systems of over 3 hp., thus eliminating annual permits on small equipment.

SETS UP INSTALLATION PERMITS

The bill would also establish, for the first time, an installation permit arrangement applying to self-contained units over 5 hp. containing Group 1 refrigerants and field-erected systems containing Group 1 refrigerants of 1/2 hp. or more. Permits would also be required for Group 2 systems of 1/2 hp. or more.

"This legislation," the majority leader stated, "is the result of more than 2 1/2 years of intensive research and study by a group of experts under the auspices of Commerce and Industry Association of New York which historically has interested itself in a program of building and safety code modernization."

"Throughout its work the study panel had the benefit of the presence of a representative of the Fire Department at all its meetings and also the views of the association's 53-member Advisory Review Committee consisting of consumer, union, technical, manufacturer, and installer groups and organizations."

FIRE DEPT. REPRESENTED

"Before final drafts were made all provisions were discussed in extensive conferences with Third Deputy Fire Commissioner Albert S. Pacetta, Chief Arthur J. Massett, and members of their staffs, all of whom I understand are in hearty agreement with the purposes of the safety code and its provisions."

According to the experts' committee, the bills offer tremendous advantages to the refrigeration industry and its employees and to users of cooling equipment of all kinds ranging from the small office water cooler and window air conditioning unit up

to the largest central refrigeration and air conditioning systems.

To the consumer, it was stated, the safety code means assurance of proper and safe installation at lower cost while the administrative measure spells greatly reduced operating expense and elimination of yearly fees where from a purely safety standpoint an inspection would serve no useful purpose.

To the installer the bills mean lower installation costs, and to him, to the manufacturer, to the distributor, and to labor employed by all four of them, the legislation means increased sales and more jobs.

The panel whose work is reflected in the 44 pages of the proposed local laws is composed of R. L. Williams, E. I. Du Pont de Nemours & Co. (acting chairman); Lester E. Kelley, Tiffany & Co.; J. H. Crawford, Westinghouse Electric Corp.; Albert A. Giannini, Carrier Corp.; A. I. McFarlan, A. I. McFarlan Co. (representing American Society of Refrigerating Engineers); Myron D. Miller, Refrigeration Industry Safety Advisory Committee; Walter Russell, Frigidaire Sales Corp.; James H. White, Refrigeration Parts Co., Inc.; Harold J. Ryan, Harold J. Ryan, Inc. (representing Heating Piping & Air Conditioning Contractors' Association); and George F. Sklenarik, Chemical Engineer, New York City Fire Department (ex-officio).

Arnold Witte, manager of Commerce and Industry Association's Legislative Service Div., acted as secretary to the panel.

Detroit Sunday Closings--

(Concluded from Page 1, Column 3) business of selling, renting, leasing, or exchanging furniture, including television and radio sets, and/or household appliances, or to keep open on that day any store, office, or other place for the purpose of selling, renting, leasing, or exchanging these items.

Provisions of the ordinance are not applicable "to any person who conscientiously believes that the seventh day of the week should be observed as the Sabbath and actually refrains from such secular business and/or labor on that day."

Violators of the ordinance will, upon conviction, be subject to a fine of not more than \$500 or to imprisonment in the Detroit House of Correction for a period of not more than 90 days, or both.



PRICE LEADER introduced by Bendix at the Summer Marts is this 10.5-cu. ft. refrigerator which sells for \$349.95.

Summer Marts--

(Concluded from Page 1, Column 4) appliance manufacturers by some large corporations seeking to expand to "full line" appliance production and merchandising. Also rumored are "distribution tie-ups" which would be primarily between radio and TV-set producers and makers of "white goods" lines who do not produce radio and TV products.

The scarcity of retailers in the appliance manufacturers' spaces at The American Furniture Mart and the Merchandise Mart was not unexpected, in view of the fact that few new products were scheduled to be shown, plus the fact that a heavy schedule of manufacturers' meetings right up into June had enabled most retailers to see even the lines and models that were introduced long after the first of the year.

New refrigerators were few and far between. Bendix was showing a new model, and Servel was displaying the four new electric refrigerators with pushbutton automatic defrosting which it introduced a short time ago, together with a 22-cu. ft. upright freezer.

There was a scattering of new freezer models, ranging in size from a 4 1/2-cu. ft. model to a 30-cu. ft. upright, this latter model by Jordon Refrigerator Co., to be available within a few weeks. Victor Products Corp. will soon have available a 25-cu. ft. chest model, in a new design that is aimed at holding occupied floor space to a minimum. Deep-freeze has a new 19-cu. ft. upright model with a list price of \$619.95.

New styling and interior design features marked both the new 16.8-cu. ft. upright by Revco, and a 12.72-cu. ft. upright by Coolerator. The 4 1/2-cu. ft. upright was shown by Ryan Industries, which firm also displayed a model of a combination freezer-refrigerator with 11-cu. ft. of normal refrigerator storage space, and 14 cu. ft. of frozen storage.

Westinghouse was holding the first Mart showing of its complete home freezer line, including the 8 1/2-cu. ft. and 12-cu. ft. upright models.

There was also some new laundry line which includes both automatic



BARTON CORP. exhibited its new automatic washer for the first time at the Furniture Market in Chicago. It will be ready for shipment to distributors sometime in July, according to the company.

Kelvinator electric clothes dryer; the recently introduced Hamilton washer line which includes both automatic

and conventional models; a new ABC electric clothes dryer; and a new Speed Queen automatic washer. Easy Washing Machine Co. is introducing new automatic washer and dryer models. Hamilton is also showing new dryer models.

On the matter of sales, some veteran industry executives thought the recent long hot weather spells in some parts of the country had helped refrigerator sales.

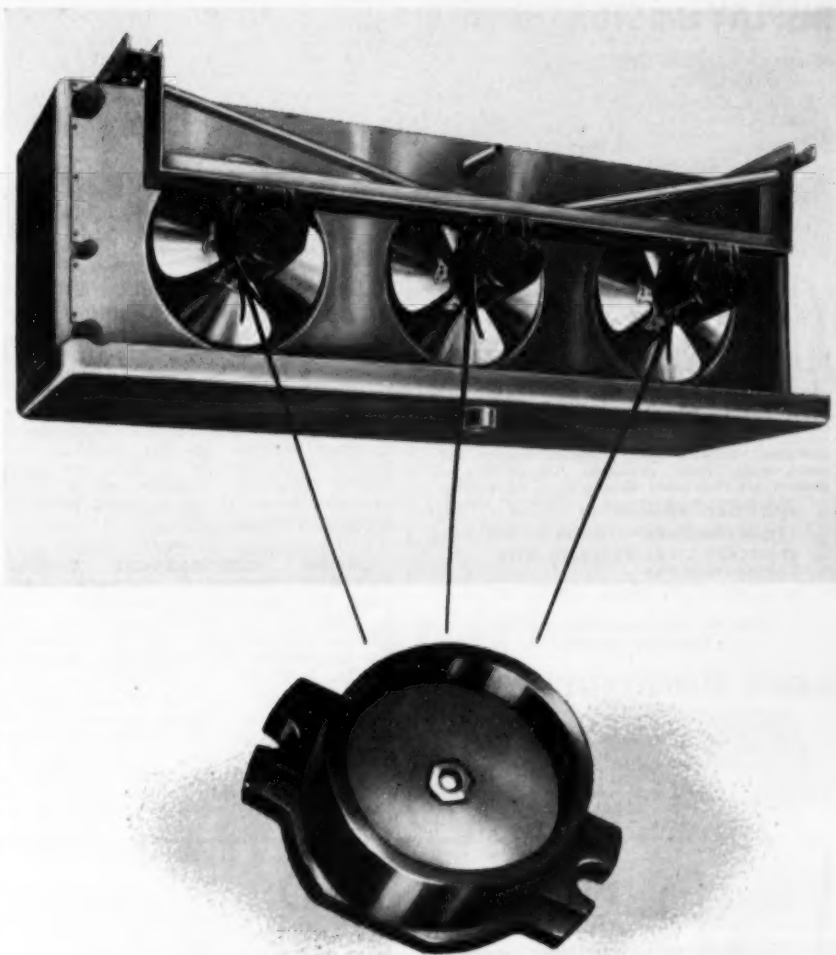
"If you can't sell refrigerators when the butter starts to melt in the old klunkers, you'll never sell 'em," said one veteran in the business.

One refrigerator manufacturer said that returns of inventory cards indicated that one week in the middle of June was the best at retail sales level since 1950. A freezer manufacturer said that his inventory cards showed the best May retail sales record in his history.

At a press conference, J. F. McBride, marketing manager for G-E major appliances, said that G-E's sales of appliances for the first half are running about 10% ahead of last year, with refrigerators running slightly behind last year's figures.

KLIXON PROTECTORS

Keep Motors Running



IN "RECORD" DEFROST COILS

"Recol" Water Defrost Coils, manufactured by Refrigeration Engineering Inc., Los Angeles, California, defrost in as little as five minutes with the use of ordinary tap water... with no product warm up. This means frozen foods are kept frozen and there is no spoilage.

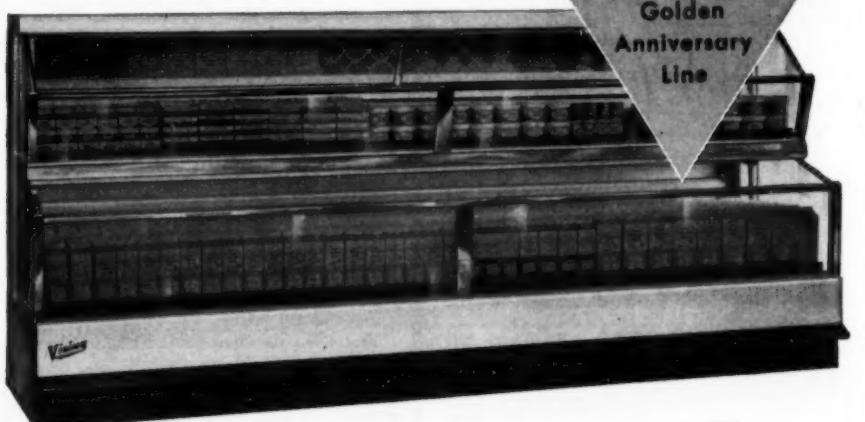
To keep the fans operating dependably, Refrigeration Engineering Inc. uses motors with Klixon Protectors. The reason... they know the value of positive motor protection... know that Klixon Protectors always protect the motor from possible motor burnouts which might occur from overloads and overheating.

You, too, can provide your dealers and consumers with motor burnout protection by requesting and specifying that your motor manufacturer supplies you with motors that have Klixon protectors built in. The additional cost is exceptionally low, while the benefits are extremely high.

KLIXON

SPENCER THERMOSTAT
Division of Metals & Controls Corporation
2406 FOREST ST., ATTLEBORO, MASS.

ANOTHER SENSATIONAL SALES-BOOSTER IN THE



BRILLIANT NEW DESIGN FOR EXTRA BEAUTY... EXTRA PROFITS

The New
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TRIPLE DECK
CASE

For
Dairy Products
and
Packaged Meats

Check all the outstanding features of this new Viking Model #1010... a real best seller!

Sparkling Design—gleaming trim, smooth lines, Thermopane glass on front and ends... all provide eye-catching beauty, easy merchandising.

Huge Capacity—lower section holds 440 quart cartons... roomy second deck... extra display space on non-refrigerated top... 10 ft. long, 56 in. high.

Easily Extensible—no large partitions... no interference with bottom display.

Simple Service—lower shelf lifts out for easy access to electrical, refrigeration and drainage systems.

Perfect Cooling—features Viking's famous NORSAIR economy cooling system.

VIKING

7500 Wilson Ave., Kansas City 25, Mo.

☐ Please send complete information on Viking Model #1010.

Name _____

Firm _____

Address _____

City _____

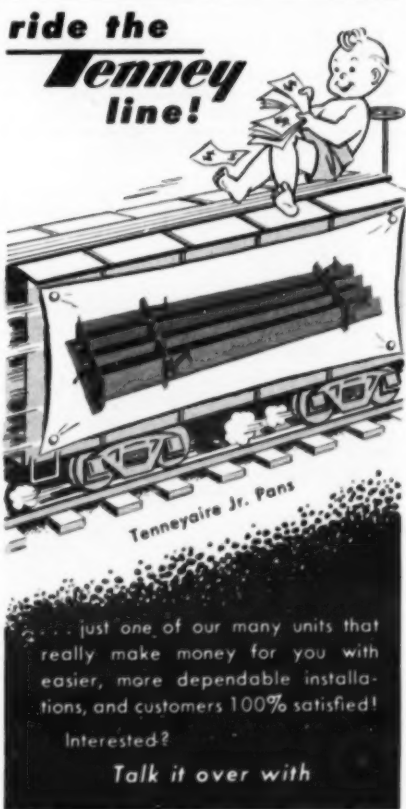
Zone _____ State _____

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For complete information on the Viking #1010 Triple Deck Case

Viking

KANSAS CITY 25, MISSOURI



... just one of our many units that really make money for you with easier, more dependable installations, and customers 100% satisfied!

Interested?

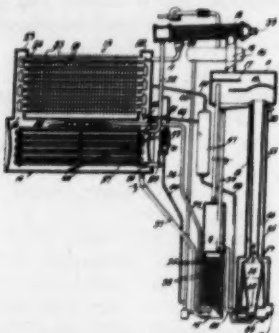
Talk it over with

Tennet
ENGINEERING, INCORPORATED
Dept. E, 26 Avenue B, Newark 5, New Jersey

PATENTS

Week of January 20
(Concluded)

2,625,803. ABSORPTION REFRIGERATION. Walter M. Simpson, Evansville, Ind., assignor to Servel, Inc., New York, N. Y., a corporation of Delaware. Application April 7, 1951, Serial No. 219,777. 11 Claims. (Cl. 62-119.)



1. In an absorption refrigeration system, an absorption solution circuit having an upright lift conduit for any particular capacity, the parts of said circuit being arranged to maintain a level of absorption solution above the bottom of said lift conduit, the wall of the lower portion of said lift conduit below said liquid level having a plurality of undulating folds to provide the heat transfer surface required to expel vapor in quantities sufficient to continuously maintain a body vapor above the liquid level therein, means for heating the lower portion of said lift conduit, and the conduit above the undulating fold

4-BROS. NEW ALL-PURPOSE VEGETABLE and DAIRY DISPLAY AND STORAGE CASE



Model Shown
4-8 SD-8 Ft. Long.

The case that has everything—BEAUTY, UTILITY, SPACE-SAVER!

Gleaming, quilted stainless steel with 3 sliding glass, removable doors with storage and display space for vegetables and dairy products.

Exclusive "Moisture-Cycle" moisture produces twice hourly—keeps them farm-fresh and crisp. Adj. dividers and fluorescent lighting.

- SELF-CONT. KELVINATOR HERMETIC UNIT
- 4-IN. INSULATION • WATERPROOF TANK
- STAINLESS STEEL EXTERIOR WITH RADIUS CORNERS
- 8, 9, 10, 12 FT. SIZES, 31" W., 48" H.

Write for Full Information and Free Illustrated Catalogue

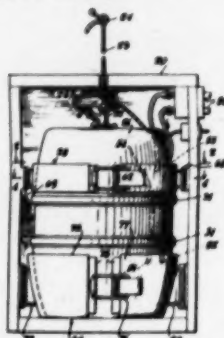
4-BROS. REFRIGERATION MFG. CO.

Factory and Showroom:
1427-31 South 8th St.
Philadelphia 47, Pa.

Exclusive Franchise Available to Dealers and Distributors.

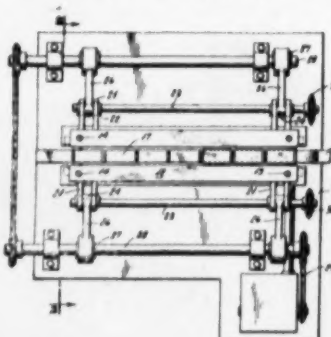
having a throat for producing a vapor velocity sufficient to lift solution at a controlled rate of relative circulation of vapor and liquid.

2,625,804. BARREL COOLING APPARATUS. Arthur H. Patch, Glen Ridge, and George M. Booth, Westfield, N. J., assignors to Novadel-Agens Corp., Bellville, N. J., a corporation of Delaware. Application June 28, 1949, Serial No. 101,752. 11 Claims. (Cl. 62-141.)



3. In barrel-cooling apparatus, in combination, a tank adapted to contain a body of coolant fluid exposed to atmospheric pressure, said tank having associated refrigerating means for cooling the fluid therein, a selectively inflatable and collapsible cooling vessel adapted to be associated with a barrel supply conduit means and return conduit means extending to said vessel, a pumping device communicating with the fluid in said tank, for delivering said fluid into the supply conduit means at a pressure greater than atmospheric, a pumping device communicating with the return conduit means for withdrawing fluid therefrom, valve means associated with the supply conduit means and operable to close the latter to interrupt supply of fluid to the vessel, and flow-resisting means in said return conduit means, adapted to maintain the fluid in the vessel at a pressure greater than atmospheric.

2,625,805. QUICK-FREEZE METHOD AND APPARATUS. Roy M. Magnuson, Campbell, Calif. Application May 13, 1950, Serial No. 161,796. 5 Claims. (Cl. 62-173.)



1. A method of freezing packages of material that comprises advancing a package in stop-and-go fashion with respect to a freezing surface, applying the freezing surface to the package each time the package is at rest, and applying a pulsating pressure effect to the package while it is engaged with the freezing surface.

2,625,806. MERCHANDISE DISPLAY CABINET. Garland C. Kennedy, Petersburg, Va., assignor of one-half to Elbert L. Fugh and Julian A. Fugh, doing business as Fugh's Super Market, Petersburg, Va. Application March 29, 1950, Serial No. 152,706. 1 Claim. (Cl. 62-89.5.)

A merchandise display cabinet comprising a hollow base having a back wall and a sloping top wall for supporting produce thereon, the back wall of said base projecting beyond said top wall, a front panel positioned forwardly of said back wall and projecting upwardly from said top



PROCUREMENT INFORMATION

The following is a list of proposed procurements issued by the various indicated U. S. Government procurement offices. This list is compiled and made available daily on a free pick-up basis. Prospective bidders may obtain complete bid sets by a request to the purchasing officer under which the purchase is listed in this Synopsis. Be sure to identify completely the bid invitation you wish by including in your request the item description, the invitation number or reference number and the opening date. This will save time in filling your request. For reasons of economy, specifications are normally not included with the bid invitations unless the specification is a new one. First time bidders on a particular item should request a copy of applicable specifications and drawings at the time the request for a bid is made.

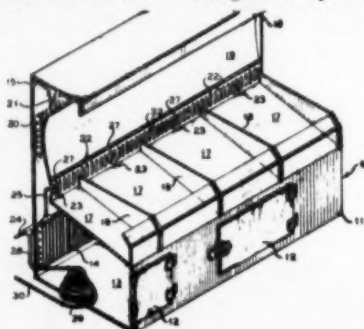
It is not necessary to refer solely to the issuing office for additional data on a bid invitation issued by any of the following U. S. Army Ordnance Offices: Ordnance Tank Automotive Center; Detroit Arsenal; Frankford Arsenal; Picatinny Arsenal; Raritan Arsenal; Ordnance Ammunition Center, Joliet, Ill.; Rock Island Arsenal; Springfield Armory; Watervliet Arsenal; and Watervliet Arsenal. Complete information on any purchase listed by any of those offices alone can be obtained from the Ordnance District Office nearest you. Its address is on file in your nearest Department of Commerce Field Office. Do not ask an Ordnance District Office for information on a purchase unless it is listed by one of the above-named offices. Ordnance District Offices do not have information on any other purchases.

Invitations for Bids numbers will be followed by the letter "B." Requests for proposals or quotations will be indicated in this column by the letter "Q" or, if numbered, the number will be followed by the letter "Q."

DEPARTMENT OF DEFENSE

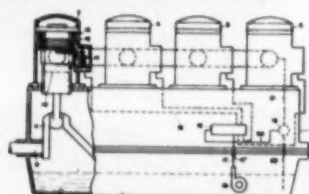
Description	Quantity	Invitation No.	Opening Date
Huntington District, Corps of Engineers, U. S. Army, 237 4th Ave., Huntington, W. Va.			
Installation of dehumidification equipment, Rossford Ordnance Depot, Ohio and Erie Ordnance Depot, Ohio.	Job	(ENG-46-022-53-52B)	29 Jun 53
Lot A. Installation of 7 dehumidifying units in each of 2 warehouses at Rossford Ordnance Depot, Ohio.	Job	(ENG-46-022-53-52B)	29 Jun 53
Lot B. Installation of 8 dehumidifying units in 1 warehouse at Erie Ordnance Depot, Ohio.	Job	(ENG-46-022-53-52B)	29 Jun 53
Lot C. Installation of 7 dehumidifying units in each of 2 warehouses at Rossford Ordnance Depot, Ohio and 8 dehumidifying units in 1 warehouse at Erie Ordnance Depot, Ohio.	Job	(ENG-46-022-53-52B)	29 Jun 53

wall to provide a passage between said front panel and said back wall and communicating with said hollow base, said front panel having openings at the upper and lower edge portions thereof providing for the passage of air therethrough, cooling means located between said back wall and said front panel for cooling the warm air admitted through the openings



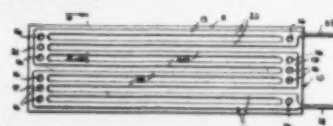
at the upper edge portion of the front panel and discharging through the openings at the lower edge portion, additional cooling means positioned in said hollow base, a plurality of spray nozzles mounted on said base adjacent to said front panel and projecting forwardly thereof, a water coil disposed in said hollow base in heat exchange relation with said additional cooling means and connected to said spray nozzles, and means for supplying water to said water coil, whereby said additional cooling means pre-cools said water before its discharge through said spray nozzles and cools the top wall which supports the produce.

2,626,099. CAPACITY CONTROL FOR RECIPROCATING COMPRESSORS. Carlyle M. Ashley, Fayetteville, N. Y., assignor to Carrier Corp., Syracuse, N. Y., a corporation of Delaware. Application Aug. 22, 1946, Serial No. 692,326. In Argentina Sept. 22, 1947, 14 Claims. (Cl. 230-25.)



1. In a system of capacity control for reciprocating compressors, the combination of an oil pressure actuated element for holding a compressor valve in inoperative position, oil pressure actuated means for permitting or discontinuing the passage of oil to said element, and means responsive to load conditions for varying the oil pressure imposed on the pressure actuated means to permit or to discontinue the passage of oil to said element in accordance with load conditions.

2,626,130. HEAT EXCHANGER DEVICE. Leon Raskin, Brooklyn, N. Y. Application Aug. 19, 1949, Serial No. 111,131. 2 Claims. (Cl. 257-256.)



1. In an evaporator plate for refrigerating systems, a pair of superimposed metal sheets, at least one of said sheets being provided with a continuous sinusoidal depression extending through the area of said sheet, said depression having par-

Government Contracts

Commanding Officer, Fort McPherson, Georgia
Furnish labor, materials and equipment to construct an addition to cold-storage warehouse. (DA-09-177-53-33) 29 Jun 53

Officer in Charge, Navy Purchasing Office, Washington, D. C.
Blowers, blow motors and tachometer assemblies. 2 7199-B 10 Jul 53

GENERAL SERVICES ADMINISTRATION

Description	Quantity	Reference No.	App. Bid Date
Business Service Center, General Services Administration, Region 5, 575 U. S. Courthouse, 219 S. Clark St., Chicago, Ill.			
Chicago, Ill., Butler Bros. Bldg., window air conditioning units for Business Machine Rooms, 14th floor.	Job	C & R 881	29 Jun 53

U. S. DEPT. OF HEALTH, EDUCATION, AND WELFARE

Description	Quantity	Reference No.	App. Bid Date
Public Health Service, National Institutes of Health, Bethesda, Maryland			
Freezers refrigerators sub-zero.	Various	2240	30 Jun 53

CONTRACTS AWARDED THROUGH JUNE 22

General Services Administration, 575 U. S. Courthouse, 219 S. Clark St., Chicago, Illinois
Refrigerators.—254 ea., \$28,563.—Frigidaire Sales Corp., 2315 Cecil Ave., Baltimore 18, Md.
Mobile District, Corps of Engineers, 2301 Grant St., Mobile, Ala.
Heating & Air conditioning in crushing & grinding facilities, Redstone Arsenal, Huntsville, Ala. (Inv. ENG-01-076-53-67).—Job, \$59,570.—Birmingham Gas Heating & Air Conditioning Co., Birmingham, Ala.
Chicago Quartermaster Depot, U. S. Army, 1819 West Pershing Road, Chicago 9, Illinois
Ice Cream Plant (53-964B).—40 ea., \$62,320.—Emery Thompson Machine & Supply Co., 1349 Inwood Ave., New York 52, N. Y.
Corps of Engineers, U. S. Army, North Atlantic Div., Philadelphia District, 121 N. Broad St., Philadelphia, Pennsylvania
Air conditioning unit, flood type, 70,000 B.t.u. rated cap., self contained steel cabinet enamel finish water cooler designed for "Freon-12" refrigerant powered by 1 each 5-hp. elec. motor AC 220V, 60-cyc., 3 ph., w/cooling tower.—22, \$29,145.—United Conditioning Corp., Croton Falls, N. Y.
Air Materiel Command, Wright-Patterson Air Force Base, Ohio
Modify ammonia refrigeration system PR 284576-Q.—\$97,438.—York Corp., 659 E. Sixth St., Cincinnati, Ohio.
Redstone Arsenal, Huntsville, Alabama
Furnishing all plant, labor, materials and equipment and performing all work required for installation of air conditioning system in Bldg. A-123 located at Redstone Arsenal, Huntsville, Ala. All work shall be in strict accordance with drawings and specifications.—Job, \$39,874.—Young-Pittman Co., Inc., 600 S. Court St., Florence, Ala.

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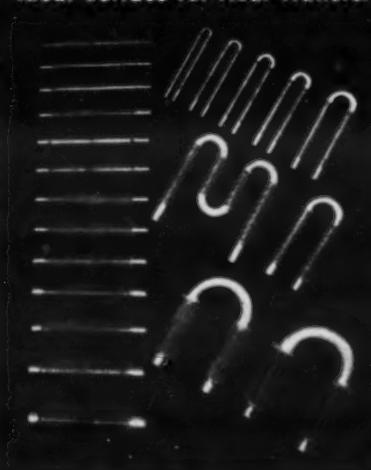
Here is today's outstanding refrigeration value. The Peerless Pie Plate Coil Unit delivers maximum efficiency because it utilizes all of the cooling surface. Its compact design permits it to fit into less space.

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6-29-53

HOW TO APPLY VALVES

By A-P Controls Corp., Milwaukee

This is the seventh instalment in the series giving basic pointers and suggestions on the design and application of various types of control valves used in refrigeration and air conditioning service. The articles are based on excerpts from the "Product Application Manual" prepared by A-P Controls Corp. and are published with permission.

Thermostatic Expansion Valves (4)

Thermostatic expansion valves may be divided into three general types: (1) Non-pressure limiting valves, (2) Pressure limiting valves, and (3) Bleed-type or by-pass type valves.

All three types of valves are similar in basic design, the pressure limiting valves and bleed type valves incorporating features in addition to those found in standard thermostatic expansion devices.

1. NON-PRESSURE LIMITING TYPE THERMOSTATIC EXPANSION VALVES

The non-pressure limiting type of thermostatic expansion valve is the standard device with no added features. This valve usually features an adjustable superheat, but valves which are factory set at a predetermined superheat are also available.

LIQUID-CHARGED POWER ELEMENTS

All standard A-P Controls thermostatic expansion valves feature the well-known liquid-charged type of power element. This type of charge consists of a partial liquid fill, sufficient liquid being charged into the power element to completely fill both the space above the diaphragm in the head of the valve and the length of capillary tubing, and to partially fill the thermal bulb.

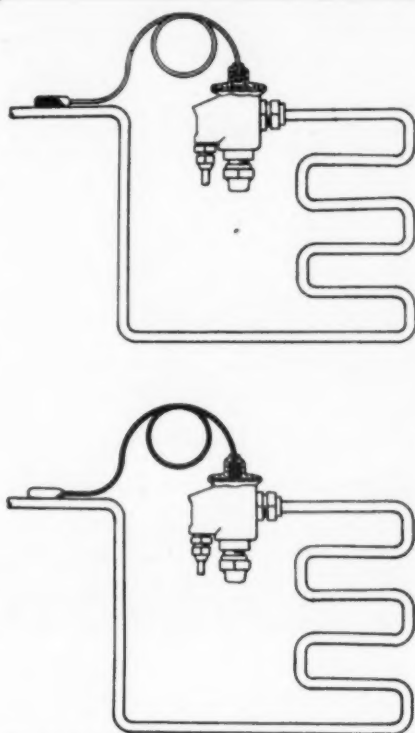


Fig. 5 shows schematically location of liquid charge in power element when (top drawing) bulb is colder than valve head, and when (lower drawing) bulb is warmer than valve head.

Fig. 5 illustrates this type of charging schematically.

This type of charge assures the presence of volatile liquid in the thermal bulb under all conditions of

operation with the result that the control of the valve is always at this point.

In addition, the partial liquid charge assures proper operation of the valve regardless of the position in which the valve is placed, regardless of the relative locations of valve and thermal bulb, and regardless of ambient temperatures at thermal bulb and at valve head. In short, the use of a partially liquid charged power element assures an expansion device suitable for a wide variety of refrigerating applications and without limitations to restrict its use to certain types of equipment only.

A-P Controls liquid-charged thermostatic expansion valves are universal in their application and greatly simplify jobber, dealer, and manufacturer inventories by eliminating the necessity of special valves for various types of refrigeration systems.

CROSS-CHARGING OF POWER ELEMENTS

In addition to the employment of liquid-charged power elements, A-P Controls non-pressure limiting type valves feature, for "Freon-12" service, a cross-charged power element to provide an expansion device suitable for various types of applications, whether they be designed for low, medium, or high temperature work.

Cross-charging involves the employment of a volatile liquid power element charge other than that employed in the refrigerating system. This cross-charge, complementary in characteristics to the refrigerant employed in the system, makes possible an expansion valve which will maintain valve superheat setting over a wide range of evaporating temperatures.

Liquid charging plus cross charges therefore provide expansion valves for "Freon-12" service for wide application, a valve suitable for various applications in the evaporator temperatures range from minus 30° F. to plus 50° F.

(To Be Continued)

What Was New

At the Retail Grocers Show



DETAILS of Federal Refrigerator's new open frozen food case (4211) are explained to Harold Hoffman (left), president of Connecticut Retail Grocers Association by Stanley C. Bell and A. T. Mickle. "Designed to merchandise," the case is available with or without superstructure. KEY NO. C-6510.



AUTOMATIC hot gas defrost is one of the features of its OFSB frozen food case being headlined by the C. Schmidt Co. Capacity of 1,000 packages and ability to hold ice cream safely are other features. Paul R. Stewart (center), Schmidt advertising manager, reminds Bert Willinbrink and Ed. Waldschmidt. KEY NO. C-659.

NORMALLY offered in the conventional white finish, Sherer-Gillett's Multi-Purpose Merchandiser (UL-3200-MB) was displayed in bright green to point up application as a produce case. Display section will hold up to 17 bushels; lower storage section, as many as six. That's Nicki Johnson with the apple. KEY NO. C-6511.

CLASSIFIED ADVERTISING

RATES for "Positions Wanted" \$5.00 per insertion. Limit 50 words. 10¢ per word over 50.

RATES for all other classifications \$7.50 per insertion. Limit 50 words. 15¢ per word over 50.

ADVERTISEMENTS set in usual classified style. Box addresses count as five words, other addresses by actual word count. Please send payment with order.

POSITIONS WANTED

VERSATILE SALES representative or service manager. Need someone to spark your sales force, or solve your service and field engineering problems? My more than 20 years' experience in the branch sales and service departments of such leaders as Norge, Frigidaire, Kelvinator, and Copeland—and operation of own refrigeration service organization—may be just what you need. Accredited Refrigeration Engineer—graduate of Chicago Engineering Institute, granted 16 refrigeration patents. 41 years young. Will travel anywhere. Let's talk it over at your convenience. LOUIS L. FEENEY, 1827 So. Bronson Ave., Los Angeles 19, Calif. Phone REpublic 3-6322.

SALES ENGINEER—41 years old. 15 years' experience. Broad refrigeration, air conditioning, and sales background. Familiar with erection and installation procedures. Can train salesmen. Desires position that requires talent and initiative with manufacturer or distributor. Can furnish finest references. Willing to travel. Available 30 days. BOX 4330, Air Conditioning & Refrigeration News.

SALES EXECUTIVE open for position. Heavy experience in commercial and industrial refrigeration, air conditioning, and heating industries. Small and large corporation experience. Right age. Aggressive. Nation-wide acquaintance with wholesalers, distributors, and manufacturers' representatives. Free to travel extensively and relocate. Write BOX 4334, Air Conditioning & Refrigeration News.

POSITIONS AVAILABLE

ACME INDUSTRIES, Inc., Jackson, Michigan has openings for sales engineers in both home and regional offices. Prefer mechanical engineering or electrical engineering background with some field experience. If you are dissatisfied and seek a real opportunity with a progressive organization, submit a complete resume to director of personnel, 600 North Mechanic Street, Jackson, Michigan. Confidences fully respected.

AIR CONDITIONING and refrigeration field service engineer for manufacturer of compressors from 5 hp. to 60 hp. Must have practical experience in installation and servicing. Travel required. Give age, education, experience, and salary in letter to SCHNACKE, INC., Evansville, Indiana.

DETROIT REFRIGERATION Jobber requires an experienced counter man. If you have the experience we will pay you top wages. Excellent working conditions. Replies will be held strictly confidential. State full details on experience and availability. BOX 4321, Air Conditioning & Refrigeration News.

REFRIGERATION ENGINEER—Permanent position to supervise small, steady group installing and servicing self-service stores. Able to estimate costs. Eastern Massachusetts area—infrequent travel. Present position protected. Write education, experience, history, and best pay. BOX 4331, Air Conditioning & Refrigeration News.

WANTED—MANUFACTURERS' agent residing in Michigan with wide acquaintance in refrigerator manufacturing industry to represent in Michigan AAA-1 concern. Our product used in the manufacture of refrigerators and freezers. Write fully giving complete details relative to products now handled and experience. Interviews will be arranged. BOX 4332, Air Conditioning & Refrigeration News.

NATIONALLY-KNOWN MANUFACTURER of home freezers has openings for several salesmen, under 45 years of age. Preference will be given to experienced men. Submit complete educational, employment, and personal background. Write BOX 4335, Air Conditioning & Refrigeration News.

EQUIPMENT WANTED

WE ARE in the market for 1500 old 145 lb. Freon Cylinders with valve & cap intact. Convert useless inventory to cash. Write EVERGREEN INDUSTRIES, 630 Colonial Ave., Pelham Manor, N. Y.

EQUIPMENT FOR SALE

GENERAL ELECTRIC hermetic units—priced for quick sale at less than factory contract prices. Last remaining inventory of latest model 1/4 and 1/2 medium and low temperature units. Extra discounts on quantity purchases for manufacturers. Act now while supply lasts. Call or write MANN REFRIGERATION SUPPLY CO., 440 Lafayette St., N.Y.C. GRamercy 3-8000.

NAME PLATES—specially manufactured for the air conditioning and refrigeration trade. Use these die-stamped 2 1/4" x 3/4" flexible name plates for labeling and identifying your equipment and installations. Available from stock with standard refrigeration nomenclature—or worded to your order. Approved to meet engineers' specifications. No minimum quantity required. Free samples. Write SETON NAME PLATE COMPANY, 394 Central Avenue, New Haven, Connecticut.

ATTENTION SERVICEMEN—Send for our 1953 Catalog. Relays, expansion valves, controls, dehydrators, V belts, open & hermetic units. All new merchandise at great savings up to 50%. Sold on Money Back Guarantee. WALTER W. STARR REFRIGERATION, 2833 Lincoln Ave., Chicago 13, Illinois.

FRANCHISES AVAILABLE

DEALERS—DISTRIBUTORS. Master-freeze front-opening milk coolers. Complete range of sizes—streamlined. Tops in appearance and performance. Masterfreeze food freezers, 10-16-20 cu. ft. sizes. Walk-in coolers and freezers—custom-built—any size. All very competitively priced with attractive discounts. Write Dept. AC, MASTERFREEZE CORPORATION, Sister Bay, Wis.

LaSalvia Elected Pres. Of Osborn Engineering

CLEVELAND—Election of James J. LaSalvia as president of the Osborn Engineering Co. was announced recently by the firm.



James J. LaSalvia joined Osborn in 1919 and, with the exception of a few years, has served in numerous capacities in the firm since. He is a member of the Cleveland Building Standards Committee and the Board of Building Appeals.

He is a member of the American Society of Heating & Ventilating Engineers, the American Society of Refrigerating Engineers, in addition to the Cleveland Engineering Society.

Osborn Engineering Co. is a designing and construction consulting firm for industrial and commercial buildings.

Airco Handles Unitaire

NEW ORLEANS—Airco Refrigeration Service, Inc., 3025 Jackson Ave., recently announced its appointment as Westinghouse Unitaire dealer.



Replacement controls got you in a dither? Why mess around with makeshifts . . . when you can get the right replacement in short order from your Ranco wholesaler. When you stop to think there's a Ranco control for more than 4,000 replacements . . . far more than any other manufacturer . . . you'll never use any other!

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New Ranco Supplement Bulletin No. 1466
Contains dozens of exact replacement controls not previously available from any source! See a copy at your Ranco wholesaler.



John R. Hurley, Thor President, Dead at 45

CHICAGO—John R. Hurley, president of Thor Corp. since 1942 and son of the company's founder, died recently of a heart attack at his summer home in Lake Forest, Ill. He was 45.

Hurley joined Thor in 1929 and later served as assistant secretary, secretary, treasurer, and vice president before becoming president. He was formerly president of Electric Household Utilities Corp. and of Hurley Machine Div. of Thor. At the time of his death he was vice president of Meadows Corp.

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JUST ASK US!

Turn to "What's New" Page for useful information on new products.

Detroit Auto Cooling Fight--

(Concluded from Page 1, Column 5)

icers of automobile air conditioners should be licensed by the city just as all other refrigeration contractors are. He requested that the contractors be given an opportunity to present their views to the council.

The local contractors have the support of the national Refrigeration and Air Conditioning Contractors Association in their fight. At their Minneapolis meeting last week, the board of directors of the national group "went on record as recommending that the automobile industry should be bound by the same rules and regulations as the refrigeration industry as they pertain to servicing of air conditioning equipment in automobiles."

George Howe, RACCA president, attended a meeting on June 2 between the refrigeration contractors and the automobile dealers and manufacturer groups called by the city's Department of Buildings and Safety Engineering, which has the job of enforcing the ordinance.

DETROIT MAY SET PRECEDENT

Convinced that what happens in Detroit could well become a precedent for similar actions all over the country, Howe helped the local contractors to argue that a good auto mechanic is not necessarily a good refrigeration mechanic unless he has the proper training and experience.

The refrigeration contractors were willing to exempt installers and servicers of automobile air conditioning from provisions of the ordinance that would require installation permits and annual inspections. But they were firm in their opposition to exempting the auto men from obtaining a refrigeration contractor's license before installing and servicing air conditioning systems.

They argue that the licensing requirement is a public safeguard to assure that at least the supervisor has sufficient knowledge of refrigeration to be aware of and avoid dangerous practices.

The automobile manufacturers, on the other hand, argue that they cannot solve automotive problems on the local level. They must deal with these problems on the state and national level.

They contend that they have already taken all the steps they think necessary to protect public safety in

the matter of automobile air conditioning. They assert that the Detroit ordinance adds nothing to the public safety and would only act as an additional harassment to their dealers.

Commissioner Joseph P. Wolff of the city's Department of Buildings and Safety Engineering agrees with the automobile people. He told the refrigeration contractors that he does not think the code was ever intended to cover automobile air conditioning. He said that he considered the dangers from auto air conditioning slight as compared with the dangers from gasoline, brakes, tires, and other equipment that the automobile mechanic is called upon to service.

Wolff announced his intention to offer an amendment exempting automobile air conditioning from the code to the city council. He invited the contractors to present their case to the council if they wished.

Maksym, in his letter to the council asking a hearing, said, in part:

"It is definitely felt by every licensed contractor in our city of Detroit that anyone involved in handling refrigerant gases should be properly examined and qualified by license to insure public health, safety, and welfare.

"The Detroit refrigeration code provides a definite protective requisite for all refrigeration and air conditioning service engineers who operate in the city of Detroit, and it would seem very peculiar that the Department of Buildings and Safety Engineering, who have fought so valiantly to preserve and improve on our city of Detroit code, would entertain a suggestion by automobile service groups to alter this code in order to

allow motor maintenance mechanics to service air conditioning systems in automobiles—these systems being charged with refrigerant gas.

"A most experienced motor maintenance mechanic who may have all the knowledge of motor mechanical operations, would not necessarily be qualified to disconnect and recharge refrigerant lines on air conditioning systems because of dangers involved.

CHANGE WOULD ULTIMATELY DESTROY CODE—MAKSYM

"A change, such as is being considered in the Detroit refrigeration code,—while it may appear to be minor—would ultimately destroy the entire code insofar as refrigeration and air conditioning contractors and service engineers are concerned in the city of Detroit.

"Before an experienced motor mechanic should be allowed to service refrigerant-charged air conditioning systems of any kind, he most certainly should be interviewed, examined, and qualified to handle this type service, in the interests of public health, safety, and welfare of all within range of the results of his mechanical endeavor. . . .

"We therefore wish to go on record at this time, objecting to a change in the present Detroit refrigeration code, permitting motor mechanics and other unqualified persons to handle refrigerant gases or refrigeration systems. . . .

"It is the writer's understanding that a public hearing will be conducted relative to this matter. As a member of the Detroit Refrigeration & Air Conditioning Contractors Association, it is requested that our group be given the opportunity to express our views before a final decision is reached."

Refrigeration Eng. Corp. Becomes Recony Corp.

NEW YORK CITY—Refrigeration Engineering Corp. and its Reco Products Div. have merged with Recony Corp. at the same address and have the same officers, directors, and stockholders.

Financial structure of Recony Corp. is thus enhanced by the net worth of the former Refrigeration Engineering Corporation to allow for expanding operations. One of the considerations involved in the change was confusion arising from the fact that several concerns are operating in the field using the name, Refrigeration Engineering Corporation. Use of Recony, which is a contraction of Refrigeration Engineering Corporation of New York, will eliminate this problem.

In spite of fire which destroyed its Emporia, Va. plant in February, the company had a sales volume of well over \$1,000,000 during the past year.

Friedrich, 5 Distributors Become NCRSA Members

PHILADELPHIA — Five distributors and a manufacturer recently became members of the National Commercial Refrigerator Sales Association, it was announced at headquarters here.

Friedrich Refrigerators, Inc., has joined as an associate member.

New distributor members include: Hepfinger Bros. of Cincinnati, Davison Associates of Toledo, York Dayton Refrigeration, Inc., Dayton, Whitsell's Refrigeration of Hamilton, Ohio, and El Paso Hotel Supply Co. of El Paso, Texas.

Air Conditioning 10 STORIES UP!

Quiet operation is all-important when you're conditioning office space 10 stories up (and going higher), as in the Empire State Building. With basement space at a premium, units must be located in conditioned areas. Naturally, noise is taboo. Bush horizontal air handling units provide the silent answer. Why not consider the Bush line in your next air conditioning problem. Catalog No. 425 contains complete specifications. Request copy on letterhead.



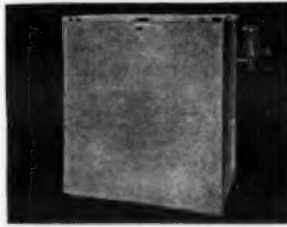
Consulting engineers for office areas in Empire State Bldg. conditioned by Bush units were Meyer, Strong & Jones. Contractors—York Distributors Inc., L. I. City, New York, and J. L. Murphy, Inc.

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Typical "Packaged" Circulating Chilled Water System

Sell your condensing unit with remote models for new and replacement jobs—all applications. Capacities 10-1000 g.p.h.; storage 7-300 gals. Filters, Rectifier-Dechlorinators available for all sizes.

Promote your own condensing unit sales with Filtrine's 20-year-life construction . . . high capacity . . . Super Storage . . . more than 40 years' dependability.

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Conform with Fed. Spec. 00-C-566b

COOLERS FOR X-RAY & PHOTOGRAPHY

PACKAGED CIRCULATING CHILLED WATER SYSTEMS

REMOTE COOLERS FOR ALL USES

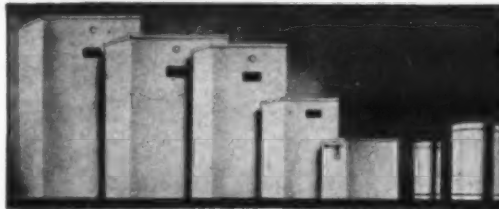
Sell your condensing unit with Filtrine Stainless Steel or Duco finished cabinets, equipped to suit with top/side shelves, bubblers, glass-fillers. Can be Taste-Master equipped to remove chlorine, rust, sediment from water.



Taste-Master

Sell your condensing unit with Filtrine models repeatedly named by V.A., Signal Corps, Air Force, etc. for X-ray and photo-labs. Under counter design and floor-mounted models with stainless steel work-table top. Filters (extra) to prevent scratched and pin-holed negatives.

Sell your condensing unit! Systems for drinking or processing water—completely packaged with pump, controls, your condensing unit factory installed. Capacities 5-400 g.p.h.; storage 5-150 gals. Filters and Rectifier-Dechlorinators (extra) to insure taste-free, sparkling water.



Remote Model Cooler

Write for catalog and Specification Guide



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